R E P O R T R E S U M E S

ED 003 733 64

RADIO AND TELEVISION--A SELECTED BIBLIOGRAPHY.

BY- HAMILL, PATRICIA B. BRODERICK, GERTRUDE G.
AMERICAN UNIV., WASHINGTON, D.C.

REPORT NUMBER NDEA-VIIB-055 PUB DATE 60
REPORT NUMBER OE-34004
EDRS PRICE MF-$0.09 HC-$2.08 52P. OFFICE OF EDUCATION,
BULL. 1960, NO. 25

DESCRIPTORS- *BIBLIOGRAPHY, *PUBLICATIONS, BOOKLISTS, *RADIO, *TELEVISION, *EDUCATIONAL RESEARCH, DISTRICT OF COLUMBIA

THIS U.S. OFFICE OF EDUCATION'S RADIO AND TELEVISION BIBLIOGRAPHY INCLUDES (1) VOLUMES REPORTING FINDINGS ON RESEARCH AND EXPERIMENTATION, (2) CONTRIBUTIONS TO THE EDUCATIONAL APPLICATIONS OF MEDIA MATERIALS, AND TECHNIQUES OF UTILIZATION, (3) NEW DEVELOPMENTS IN PROFESSIONAL SKILLS OF BROADCASTING, AND (4) A SELECTION OF TECHNICAL BOOKS. UNDER "SOURCES OF GENERAL INFORMATION" ARE NAMES OF ORGANIZATIONS AND GROUPS WHERE PAMPHLETS AND BOOKLETS MAY BE OBTAINED. (JC)

U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
Office of Education
This document has been reproduced exactly as received from the person or organization originating it. Points of view or opinions stated do not necessarily represent official Office of Education position or policy.

OE-34004
Bulletin 1960, No. 25

Radio AND Television

A Selected Bibliography

Prepared by
PATRICIA BEALL HAMILL
Professorial Lecturer, The American University

Under the direction of
GERTRUDE G. BRODERICK
Radio-TV Education Specialist, Office of Education

U.S. DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
ARTHUR S. FLEMMING, *Secretary*

Office of Education - - - LAWRENCE G. DERTHICK, *Commissioner*

ED003733

Foreword

A GROWING AWARENESS of the potential importance to education of media such as radio, television, and motion pictures, is reflected in the notable increase in published literature on the subject. This first revision in 4 years of the Office of Education's *Radio and Television Bibliography* contains significant additions in virtually every aspect of communications. Included are volumes reporting findings on research and experimentation, significant contributions to the educational applications of media materials, and techniques of utilization, new developments in professional skills of broadcasting, and a limited selection of technical books. Missing are many excellent books of general character because they did not seem to be related to the major purpose of this listing. Missing also are most pre-1950 listings in order to provide space for representative new selections. Under *Sources of General Information* will be found the names of organizations and groups where helpful pamphlets and booklets are available.

This selective and annotated bibliography was prepared pursuant to a contract with the United States Office of Education and American University, Washington, D.C., and is designed to be of service not only to teachers, school and college administrators, and students of professional broadcasting, but to representatives of industry as well. It is hoped that this present effort will serve that purpose.

ROY M. HALL, *Assistant Commissioner,*
Division of Research and Statistics.

C. WALTER STONE, *Director,*
Educational Media Branch.

Radio and Television

A Selected Bibliography

General

ABBOT, WALDO, *and* RIDER, RICHARD. *Handbook of Broadcasting.* New York, McGraw-Hill Book Co., 1957, 4th ed.

Thoroughly revised. Retains material helpful to the student of radio and of TV. TV sections have been expanded to fill nearly half this edition. Class projects. Bibliography.

AGEE, WARREN K. *See* EMERY—*Introduction to Mass Communications.*

ALLPORT, G. W., *and* CANTRIL, HADLEY, *The Psychology of Radio.* New York, Harper & Bros., 1935.

An analysis by leading psychologists of the general psychological and cultural factors that shape radio programs and determine the responses of listeners. Contains the results of experiments conducted on voices, speaker vs loudspeaker, listening vs reading, and effective conditions for broadcasting.

AULT, PHILLIP H. *See* EMERY—*Introduction to Mass Communications.*

BARNOUW, ERIK. *Mass Communication.* New York, Rinehart & Co., 1956, college ed.

An authoritative text on television, radio, film, and the press. Discusses the media and various aspects of their practice in the United States today. Bibliography.

BARROW, LIONEL C., *Jr., and* WESTLEY, BRUCE H. *Television Effects.* Madison, Wis., 1958, Res. Bul. No. 9.

A summary of the literature and proposed general theory of the subject.

BARRY, DAVID W. *See* PARKER—*The Television-Radio Audience and Religion.*

BATTEN, BARTON, DURSTINE, *and* OSBORN, *Inc. A Discussion of Radio.* New York, Batten, Barton, Durstine, & Osborn, Inc., 1956.

Contains a brief summary of radio's accomplishments up to 1948, a review of television's effects on radio after 1948, and a presentation on the values of radio and how to utilize them fully.

BEGLEY, MARTIN, *and* MACCRAE, DOUGLAS. *Auditioning for TV.* New York, Hastings House, 1955.

A guide for the aspiring television actor. Includes two short scripts for study, as well as a glossary of television terms.

BENDICK, JEANNE *and* BENDICK, ROBERT. *Television Works Like This.* New York, McGraw-Hill Book Co., 1949.

A nontechnical book about television by authors of long years of experience in the medium who have the ability to illustrate factual material simply.

——— ——— *Television Works Like This.* 2d ed., 1954.

BIDLACK, CECIL S. *See* NAEB publications.

BLUM, DANIEL C. *Pictorial History of TV.* Philadelphia, Pa., Chilton Co., 1958.

Primarily illustrations. Brief text incorporated in picture captions. Many of the big moments in TV are shown.

BOGART, LEO. *The Age of Television.* New York, Frederick Ungar Pub., 1958, 2d ed.

A study of viewing habits and the impact of TV on American life.

BRENNAN, ED. *Advertising Media.* New York, McGraw-Hill Book Co., 1951.

A comprehensive text designed to give the student an understanding of the functioning of major forms of advertising media, as well as effective methods and means of buying and selling space and time.

BRIDGE, HARRY P. *Practical Advertising.* New York, Rinehart & Co., Inc., 1949.

A text designed to acquaint the student with an actual working knowledge of the various phases of the advertising business.

—— *Practical Advertising—Television Supplement and Workbook,* New York, Rinehart & Co., Inc., 1951.

A supplement to the textbook *Practical Advertising,* designed to acquaint teachers and students with some of the problems and techniques of advertising by television.

BRITISH BROADCASTING CORPORATION. *BBC Yearbooks, 1928 to Date.* London, The British Broadcasting Corporation, Broadcasting House. (Also available from the British Library, New York 20, N.Y.)

Annual reports of the program, technical, and other activities of the British Broadcasting Corporation.

Broadcasting Yearbook. Washington, D.C., Broadcasting Publications, Inc. (Issued every year beginning 1945.)

Comprehensive reference marketbook. Includes information relating to various phases of television as well as of radio.

BROADCAST MUSIC, INC. *22 Television Talks.* New York, Broadcast Music, Inc., 1953.

A collection of pertinent papers delivered at the 1953 BMI Television Program Clinics dealing with broad cross section of problems in operating and programing a television station.

BRODERICK, *Rev.* EDWIN B. *Your Place in TV.* New York, David McKay Co., Inc. 1954.

Vocational guidance for high school and college students contemplating careers in the broadcasting industry. Appendix includes list of positions and qualifications.

BROWN, LYNDON O.; LESSLER, RICHARD S.; *and* WEILBACHER, WILLIAM M. *Advertising Media.* New York, Ronald Press Co., 1957.

A general text for the professional or the advanced student of advertising media. Part I treats the relation of advertising media to the marketing process; Part II—Audience research: measurement, analysis, and cost concepts; Part III—The media decision-making factors: budget, marketing conditions, continuity, coverage, and frequency considerations.

BRYSON, LYMAN, *Ed. The Communication of Ideas.* New York, Harper & Bros., 1948.

A volume of lectures emphasizing the philosophical orientation of mass communication by pioneering experts, as presented before the Institute for Religious and Social Studies of the Jewish Theological Seminary of America, and moderated by the editor.

——— *Time for Reason.* New York, George W. Stewart Publishers, Inc., 1948.

A discussion of the general organization and philosophy of American radio, based on a series of CBS broadcasts dealing with the problems and potentialities of radio broadcasters and with criticisms and opinions of listeners.

CAMPBELL, ANGUS. *See* NAEB Monitoring Studies.

CANTRIL, HADLEY. *See* ALLPORT—*The Psychology of Radio.*

CHAPPELL, MATHEW N., *and* HOOPER, C. E. *Radio Audience Measurement.* New York, Stephen Daye, Publishers, 1944.

Principles of measurement by which listener reaction can be gauged. Combines observations in the technical, professional, and commercial fields.

CLAUSSE, ROGER. *Education by Radio—School Broadcasting.* Paris, UNESCO, 1949.

One of a series of UNESCO studies on specific problems of mass communication. This booklet examines radio as an instrument and points up its merits and its limitations as a means of expression and education.

COOLEY, HAZEL. *Vision in Television.* New York, Channel Press, 1952.

A review of the background of broadcasting, stressing the need for a supplementary educational system in the United States.

CROSBY, JOHN. *Out of the Blue.* New York, Simon & Schuster, Inc., 1952.

A selection of what is considered to be among the best of the author's radio and TV critiques, beginning with August 14, 1946.

DENMAN, FRANK. *Television, the Magic Window.* New York, The Macmillan Co., 1952.

An illustrated nontechnical study of television.

DIGGES, I. W. *The Modern Law of Advertising and Marketing.* New York, Funk & Wagnalls, 1948.

A concise, comprehensive, and authoritative handbook of the legal aspects of advertising. Includes 16 pages on radio broadcasting and TV.

DORF, RICHARD H. *See* KAMEN—*TV and Electronics as a Career.*

DUMAZEDIER, JOFFRE. *Television and Rural Adult Education.* Paris, UNESCO, 1958.

An account of the progress and conclusions of an experiment in televised rural adult education conducted by UNESCO in France.

——— *The Kinescope and Adult Education.* Paris, UNESCO, 1958.

DUNLAP, ORRIN E., *Jr. The Future of Television.* Rev. ed. New York, Harper & Bros., 1947.

Important television programs and practices from 1939 to publication date.

——— *Understanding Television.* New York, Greenberg Publishers, Inc., 1948.

A book for the layman. Designed to explain something of the magic of bringing television into the American home.

——— *Dunlap's Radio and Television Almanac.* New York, Harper & Bros., 1951.

A reference book on men, events, inventions, and dates that made history in electronics from the discovery of electricity to radar and television.

——— *Radar.* New York, Harper & Bros., 1946.

A story of a miracle in radio, written for the layman.

——— *Radar.* New York, Harper & Bros., 1948.

A dramatic presentation of what radar is and how it works in war and peace.

DUNN, SAMUEL WATSON. *Advertising Copy and Communication.* New York, McGraw-Hill Book Co., 1956.

Gives general background necessary for creative advertising; analyzes aspects of an ad such as layout, language, and color use; discusses special problems of retailing, direct mail, and radio–TV copy preparation.

ELLIOTT, WILLIAM Y., *ed. Television's Impact on American Culture.* East Lansing, Mich., 1956.

551023—60——2

Shows how television fits into our culture and explores the possibilities of the medium in that setting. Presents an educational and cultural philosophy of television within the limits of the knowledgeable uses and limitations of the medium.

EMERY, EDWIN; AULT, PHILLIP H.; *and* AGEE, WARREN K. *Introduction to Mass Communications.* New York, Dodd, Mead & Co., 1960.

Surveys the field and looks at it from its historical and social perspectives. Bibliography.

ERNST, MORRIS L. *The First Freedom.* New York, Macmillan Co., 1946.

A discussion of monopoly, big business, and freedom of the press, radio, and the movies.

EVANS, JACOB A. *Selling and Promoting Radio and Television.* New York, Printers' Ink Books, 1954.

A comprehensive guidebook providing practical information on many facets of selling and promotion.

EWBANK, HENRY L. *and* LAWTON, SHERMAN P. *Broadcasting: Radio and Television.* New York, Harper & Bros., 1952.

A basic text adapted for teaching about radio and television, from background and history through specifics for preparing and producing programs.

——— ——— *Broadcasting: Radio and Television. A Manual for the Student.* New York, Harper & Bros., 1953.

Contains a series of production projects giving step-by-step procedures for planning various types of student broadcasts.

FEDERAL COMMUNICATIONS COMMISSION.

Lists of obtainable publications. Washington. U.S. Government Printing Office, Washington 25, D.C.

FIELD, HARRY. *See* LAZARSFELD—*The People Look at Radio.*

FISCHER, HENRY G. *Radio Regulation.* Washington, D.C., Pike & Fischer, 1948.

Author is executive editor of three volumes. Vol. I: Relevant statutes, congressional committee reports and court rules; treaties, rules, and regulations of the FCC. Vol. II: Digest of all FCC decisions. Vol. III: FCC decisions since July 1, 1945, and of the courts since January 1948.

FLOETHE, RICHARD. *See* MEYER—*Picture Book of Radio and Television and How They Work.*

FLORY, L. E. *See* ZWORYKIN—*Television in Science and Industry.*

FOREMAN, BOB. *An Ad Man Ad-Libs on TV.* New York, Hastings House Publishers, Inc., 1957.

An agency executive speaks frankly on career opportunities in this field, and gives the inside story of agency-sponsor relationships, media research, sales appeal of TV, and application of color to the TV ad.

FOUNDATION FOR CHARACTER EDUCATION. *Television for Children.* Boston, Mass., Foundation for Character Education.

A discussion by leaders in the field. Covers characteristics of programs, parental concerns, broadcasters' problems, the child's reactions, and showmanship in children's programs.

FRIEDRICH, CARL J., *and* SAYRE, JEANETTE. *The Development of the Control of Advertising on the Air.* Littauer Center, Harvard University, 1940.

The first in a series of six studies on the control of radio. From the viewpoint of the student of government and politics, the study deals with who has the power to determine what shall be advertised on the air and how.

——— ——— *Controlling Broadcasting in Wartime.* Littauer Center, Harvard University, 1940.

The second in a series of six studies on the control of radio. Since there was no precedent for the control of radio, and radio broadcasting presents technical complications not present in the case of the press, this study deals with four basic tasks to be considered in determining how radio should be operated and controlled during wartime.

——— ——— *An Analysis of the Radio Broadcasting Activities of the Federal Agencies.* Littauer Center, Harvard University, 1941.

The third in a series of six studies on the control of radio. A selection of verbatim quotes from testimony, private conversations, and trade comment, with footnotes showing something of the contending forces on a new social frontier.

——— *and* SMITH, JEANETTE SAYRE. *Radio Broadcasting and Higher Education.* Littauer Center, Harvard University, 1942. *See also* SAYRE, SMITH.

GARRISON, LLOYD A. *See* JOHNSON—*Communication.*

GLENN, NORMAN. *See* SETTEL—*Television Advertising and Production Handbook.*

GORDON, DOROTHY. *All Children Listen.* New York, George W. Stewart, 1942.

Stresses the need to draw children's attention to the ideals of our democratic culture through the use of radio.

GOULD, JACK. *All About Radio and Television.* New York, Random House, 1953.

A book for the 9- to 12-year-old; explains in simple language the nature of television and radio waves and how to transmit and receive them. Illustrated.

GRAHAM, IRVING. *Advertising Agency Practice.* New York, Harper & Bros., 1952.

A guide for the professional as well as the student. Material based on personal interviews with specialists in the various phases of advertising agency practice.

GRISWOLD, GLENN *and* GRISWOLD, DENNY. *eds. Your Public Relations.* New York, Funk & Wagnalls Co., 1948.

A practical working handbook covering the history, principles, and techniques of public relations as written by experts from 32 fields.

GROGAN, JOHN M. *See* PHILLIPS—*Introduction to Radio and Television.*

GROSS, BEN. *I Looked and I Listened.* New York, Random House, Inc., 1954.

An anecdotal recount of the author's own remembrance of the events and personalities of the air-waves, past and present.

HALL, ROGER S. *Taking Hold of Television.* New York, National Publicity Council, 1954.

A guide for the small agency or organization called upon to plan campaigns for civic, health, or welfare groups.

HARRIS, JACK. *See* KIRBY.—*Star Spangled Radio.*

HEAD, SYDNEY W. *Broadcasting in America.* Boston, Mass., Houghton Mifflin Co., 1956.

An inclusive survey of the many phases of the radio and TV industry today. Explains operation, policies, and programing.

HENRY, HARRY. *Motivation Research.* New York, Frederick Ungar Publishers Co., 1958.

Research practices and uses for advertising, marketing, and other business purposes: What it is, why we use it, basic techniques of

research, analyzing the problem, and application of the research findings are covered. Bibliography.

HEPNER, HARRY WALKER. *Effective Advertising.* Syracuse, N.Y., Syracuse University, 2d ed., 1951.

A standard basic text for first-year course in advertising, covering many phases of the subject, including mass media.

HERBERT, DON. *Mr. Wizard's Science Secrets.* Chicago, Popular Mechanics Press, 1954.

From experience as a television performer, author describes a variety of scientific experiments that can be done at home.

HILL, FRANK ERNEST. *The Groups Tune In.* Washington, D.C., Federal Radio Education Committee, U.S. Office of Education, 1940.

A study of listening groups. The first part deals with the relative merit of listening in a group as compared with listening alone; the second is a study of the organization, motivation, and objectives of listening groups in the United States and in Europe.

——— *and* WILLIAMS, W. E. *Radio's Listening Groups.* New York, Columbia University Press, 1941.

A pioneering study of listening groups from several angles. Two parts: Listening groups in the United States and listening groups in Great Britain.

HOLT, ROBERT. *Radio Free Europe.* Minneapolis 14, Minn., University of Minnesota Press, 1958.

The story of Radio Free Europe, covering the formation, organization, operation, and programing functions of this unofficial instrument of American foreign policy.

HOOPER, C. E. *See* CHAPPELL—*Radio Audience Measurement.*

HORTON, DONALD. *See* NAEB Monitoring Studies.

HOVLAND, CARL I., LUMSDAINE, ARTHUR A., *and* SHEFFIELD, FRED D. *Experiments on Mass Communication.* Princeton, N.J., Princeton University Press, 1949.

Vol. 3 in a series of studies in social psychology in World War II, editorially sponsored by the Social Science Research Council.

HUTCHISON, THOMAS H. *Here Is Television—Your Window to the World.* New York, Hastings House, 1946.

A comprehensive account of television as it exists today, with a forecast of developments to be expected. Rev. 1950.

HUTH, ARNO G. *Communications and Economic Development.* New York, Carnegie Endowment for International Peace, 1952.

A thought-provoking article in which the author raises some of the complex questions involved in the use of communications as a vitalizing and unifying force in modern civilization.

——— *Radio-Huete Und Morgen.* (*Radio—Today and Tomorrow.*) Zurich, Europa Verlag, 1944. (U.S. Distributor, Friedrich Krause, 4716 Broadway, New York City.)

Examines the national and international status of broadcasting at the end of World War II, and presents preview of radio developments, including facsimile and television. Contains chapter on clandestine stations. Appendix includes explanation of physical laws of radio, a list of the most powerful transmitters, and the principal shortwave stations of the world.

——— *Radio Today.* Geneva, Geneva Research Centre, 1942. (U.S. Distributor, Columbia University Press, 2960 Broadway, New York City.)

Report on the wartime structure of broadcasting and its status in the different countries at the time when Europe was mainly dominated by Germany and the Far East by Japan.

JOHNSON, ROY IVAN; SCHALEKAMP, MARIE; *and* GARRISON, LLOYD A. *Communication.* New York, McGraw-Hill Book Co., 1956.

A working text for college students, to aid their communicative skills in such areas as: Language usage, written and verbal; social correspondence; effective speech writing and delivery; self-training in idea development and other areas of general interest.

JONES, CHARLES REED. *Your Career in Motion Pictures, Television, and Radio.* New York, Sheridan House, 1949.

A survey of job possibilities in the three media, with suggestions from top-ranking professionals.

JONES, CHARLES R. *Facsimile.* New York, Murray Hill Books, Inc., 1949.

A story of modern developments in facsimile and of their usefulness to business, government, and the public. Also includes technical fundamentals.

KALTENBORN, HANS VON. *It Seems Like Yesterday.* New York, G. P. Putnam's Sons, 1956.

Kaltenborn's commentaries on events from William Jennings Bryan's 1896 campaign, through two World Wars and to the 1954 U.S. Supreme Court Racial Segregation in Schools Decision.

KAMEN, IRA *and* DORF, RICHARD H. *TV and Electronics as a Career.* New York, John F. Rider Pub., Inc., 1951.

A vocational guide describing detailed workings of each phase of the industry and the place of each person in the overall operation. Also includes an outline of required training.

KAPLAN, MILTON ALLEN. *Radio and Poetry.* New York, Columbia University Press, 1949.

An analysis of the literary and cultural possibilities of poetry as a vital aural art.

KEMPNER, STANLEY. *Television Encyclopedia.* New York, Fairchild Publishing Co., 1948.

Gives key facts about television as written by scientists, manufacturers, program producers, and promoters. Also contains a section devoted to biographical sketches of people associated with television and a list of pertinent words and phrases.

KENDALL, PATRICIA R. *See* LAZARSFELD—*Radio Listening in America.*

KIRBY, EDWARD M., *and* HARRIS, JACK. *Star-Spangled Radio.* New York, Ziff Davis Publishing Co., 1948.

A panoramic picture of radio's triumphs and troubles during the war years, with emphasis on the need for preparation for future exigencies.

KLAPPER, JOSEPH T. *The Effects of Mass Media.* New York, Columbia University, 1949.

A report to the Director of the Public Library Inquiry of the Social Science Research to develop low-priced radio receivers for economically backward people; also to examine from the technical point of view the questions of collective and individual listening, looking to the organization of popular radio reception.

LAEMMAR, J. W. *See* SEEHAFER—*Successful Radio and Television Advertising.*

LANG, KURT. *See* NAEB Monitoring Studies.

LARRICK, NANCY. *See* MELCHER—*Printing and Promotion Handbook,* 1949. Rev. ed., 1956.

LAVINE, RICHARD A. *See* MOSER—*Radio and the Law.*

LAWTON, SHERMAN P. *See* EWBANK—*Broadcasting Projects: Radio and Television, A Manual for the Student.*

——— *See* EWBANK—*Broadcasting: Radio and Television.*

LAZARSFELD, PAUL F. *Communications Research, 1948–1949.* New York, Harper & Bros., 1949.

A study of the effect and control by a centralized communications industry on the intellectual and social life of our times.

——— *Radio and the Printed Page.* New York, Duell, Sloan & Pearce, Inc., 1940.

A survey of the educational aspects of radio, its effect on reading, and the possibility of new and better methods of education by radio.

——— *and* FIELD, HARRY. *The People Look at Radio.* Chapel Hill, N.C., University of North Carolina Press, 1946.

A survey by the National Opinion Center of the University of Denver, by Columbia University's Bureau of Applied Social Research.

——— *and* KENDALL, PATRICIA R. *Radio Listening in America.* New York, Prentice-Hall, Inc., 1949.

An analysis of listening habits and of radio as a medium of mass information and entertainment, based on nationwide surveys by the National Opinion Research Center at the University of Chicago.

——— *and* STANTON, FRANK. *Radio Research, 1941.* New York, Duell, Sloan & Pearce, Inc., 1941.

The first in a series planned to supplement Dr. Lazarsfeld's study, "Radio and the Printed Page." Contains three reports on different types of programs and three on listener reactions.

LAZARSFELD, PAUL F. *Radio Research, 1942–1943.* New York, Duell, Sloan & Pearce, Inc., 1944.

The second of the Radio Research annuals, including analysis of daytime serials, radio in wartime, radio in operation, radio and popular music. Concludes with a series of up-to-date technical studies and a report on the use of radio research techniques in films and the popular magazines.

LEROY, MERVYN. *It Takes More Than Talent.* New York, Alfred A. Knopf, 1953.

The author describes in detail how a motion picture is put together from the choice of the story to the last detail of costuming; also suggests ways of getting a job in pictures.

LESLY, PHILIP, *ed. Public Relations Handbook.* New York, Prentice-Hall, Inc., 1950.

A practical reference on the how, why, what, when, and where of public relations, with contributions from 33 experts.

LESSLER, RICHARD S. *See* BROWN—*Advertising Media.*

LEVENSON, WILLIAM B. *Steve Scars, Ace Announcer.* Chicago, The King Co., 1948.

An informative account of radio broadcasting told through the experiences of a teenage boy.

LINDSLEY, CHARLES FREDERICK. *Radio and Television Communication.* New York, McGraw-Hill Book Co., 1952.

A textbook and study manual on the historical, social, cultural, business, and technical aspects of the subject. Extensively illustrated.

LOEVINGER, LEE. *The Law of Free Enterprise.* New York, Funk & Wagnalls Co.

A reference for knowing and understanding the basic rules and principles of the American economic system of free enterprise.

LUMSDAINE, ARTHUR A. *See* HOVLAND—*Experiments on Mass Communication.*

——— *See Educational Uses; Learning from Films.*

LYNCH, WILLIAM F., S.J. *The Image Industries.* New York, Sheed and Ward Publishers, 1959.

Moral and religious aspects of motion pictures and TV in our society.

MACCRAE, DOUGLAS. *See* BEGLEY—*Auditioning for TV.*

MACLATCHY, JOSEPHINE, *ed. Education on the Air.* Columbus, Ohio, Ohio State University, 1930 to 1948. (*See* OLSON for subsequent issues.)

Yearbook containing proceedings of the Institute for Education by Radio. Some of the topics discussed are: Organization and administration of education by radio, the radio in educational institutions, schools of the air, college radio stations and their activities, technical aspects of radio, educational techniques in broadcasting, and research in radio education.

Manual of Operational Standards. 3d ed. Radio and Television Service, Indiana University, Bloomington, Ind., 1954.

The operation standards adopted by Indiana University for their programs.

MARX, HERBERT L., *Jr. Television and Radio in American Life.* New York, The H. W. Wilson Co., 1953.

A compilation of articles dealing with the impact of the two major means of mass communication on our society, and its significance.

Mass Media and Education. 53d Yearbook of the National Society for the Study of Education, Part II, 1954. Chicago, University of Chicago Press, 1954.

Prepared with teachers, parents, principals, and superintendents in mind. Concerns itself with mass media as influences in the out-of-school life of the youth and adult.

MAUKSCH, HANS O. *See* NAEB Monitoring Studies.

MAY, MARK A. *and others. See* Educational Uses—*Learning from Films.*

MELCHER, DANIEL *and* LARRICK, NANCY. *Printing and Promotion Handbook,* Rev. ed., 1956.

A practical guide for those who plan any aspect of a promotion campaign, including printing, advertising, radio, and television.

MERCIER, CLAUDE. *Low-Cost Radio Reception.* Paris, UNESCO, 1950.

One in the series of studies dealing with press, film, and radio in the world today. This report describes the results of an attempt to develop low-priced radio receivers for economically backward people; and to examine questions of collective and individual listening.

MEYER, JEROME S., illus. by FLOETHE, RICHARD. *Picture Book of Radio and Television and How They Work.* New York, Lothrop, Lee & Shepard Co., Inc., 1951.

An account of the invention of radio and television, written for children under 14. Illustrated.

MIDGLEY, NED. *The Advertising and Business Side of Radio.* New York, Prentice-Hall, Inc., 1948.

A practical textbook, graphically illustrated with charts and tables. Also contains information about the commercial scales of the major and regional networks and local station operation and management.

MOSER, J. G., *and* LAVINE, RICHARD A. *Radio and the Law.* Los Angeles, Calif., Parker and Co., 1947.

Examine available decisions in this country and the British Empire.

MURROW, EDWARD R. *See—This I Believe.*

NAB *Standards of Practice.* Washington, D.C., National Association of Broadcasters.

Adopted standards of practice for American radio broadcasters.

——— *The Television Code.* Washington, D.C. Rev. 1958.

Adopted standards for maintaining accepted level of television programing.

NAEB publications. National Association of Educational Broadcasters. Ubana, Ill. Titles and dates as indicated below:

——— *Radio-Television Bibliography.* Burton Paulu, *ed.* Urbana, Ill., National Association of Educational Broadcasters. 1952.

A listing of books and articles on the nontechnical aspects of broadcasting from Jan. 1, 1949, to June 30, 1952.

——— *Lincoln Lodge Seminar on Educational Television.* Burton Paulu, *ed.*

A report on the deliberations and recommendations of leaders in the field of educational broadcasting at the University of Wisconsin, June 1953.

——— *First TV Production Workshop—1953.* Edward Stasheff, *ed.*

Report of a workshop for persons engaged in educational television programing, held at the University of Illinois, 1953.

NAEB publications. *Second TV Production Workshop—1954.* Edward Stasheff, *ed.*

Report of a workshop held at Michigan State University, including summaries of lectures, demonstrations, procedures, and projects.

——— *First TV Engineering Workshop—1954.* Cecil S. Bidlack, *ed.*

Report of a workshop for technical personnel in educational television held in New York City, 1954.

——— *Third TV Production Workshop—1955.* Edward Stasheff, *ed.*

Report of a workshop held at the State University of Iowa, including lecture summaries and other class exercises and projects.

——— *Second TV Engineering Workshop—1955.* Cecil S. Bidlack, *ed.*

Report of a workshop for technical personnel in educational television held at Michigan State University, 1955.

——— *Children and Television.* Dale B. Harris. 1959.

An annotated bibliography on the educational and character effects of TV on children; discussions for parents; etc.

——— *Monitoring Studies* (1 through 7).

New York Television (Studies #1 and #4)—Dallas W. Smythe.

A study of the programs carried by the New York City stations Jan. 4–10, 1951; and Jan. 4–10, 1952.

Los Angeles Television (Study #2)—Dallas W. Smythe *and* Angus Campbell.

A study of programs carried by the Los Angeles television stations May 23–29, 1951.

Chicago Summer Television (Study #3)—Hans O. Mauksch, Donald Horton, *and* Kurt Lang.

A comprehensive study of the programs carried by the Chicago television stations on Aug. 5, 1951.

New Haven Television (Study #5)—Dallas W. Smythe.

A comprehensive study of programs carried by New York City stations Jan. 4–10, 1953, compared with 1951 and 1952 studies.

Four Years of New York Television (Study #7). H. H. Remmers (Purdue Opinion Panel).

A study of programs carried by New York City television stations, Jan. 25–31, 1954, and programs reported in 3 previous years.

NAFZIGER, RALPH O. *and* WHITE, DAVID M., *eds. Introduction to Mass Communications Research.* Baton Rouge, La., Louisiana State University Press, 1958.

Collection of discussions by leaders in the field on general aspects, research planning, methods, field methods, statistical analysis, measurements, and scientific method in communications research. Bibliographies.

NEWSOM, CARROLL V., *ed. Television Policy for Education.* Washington, D.C., American Council on Education, 1952.

NICHOL, JOHN; SHEA, ALBERT A.: Simmons, G. J. P.; *and* SIM, R. ALEX, *eds. Canada's Farm Radio Forum.* Paris, UNESCO, 1954.

Report of a discussion-group project for the rural people of Canada sponsored by the Canadian Broadcasting Corporation, the Canadian Association for Adult Education, and the Canadian Federation of Agriculture.

NIELSEN, A. C., *Sr. Television Audience Research for Great Britain.* Oxford, A. C. Nielsen Co., Ltd., 1954.

Detailing operations of an established audience research service with recommendations for adaptation by the British television industry.

OLSON, O. JOE, *ed. Education on the Air.* Columbus, Ohio State University, 1949 to 1952. (*See* MACLATCHY for previous issues.)

Yearbook of proceedings of annual Institute for Education by Radio-Television.

OMMANNEY, KATHERINE ANNE *and* PIERCE, C. *The Stage and the School.* 2d ed. New York, Harper & Bros., 1950.

Comprehensive background for educational dramatics, including instruction for writing, interpreting, and producing plays for the stage as well as for radio and television.

PACKARD, VANCE OAKLEY. *The Hidden Persuaders.* New York, David McKay & Co., Inc., 1957.

A detailed study of the "depth approach" as it is being used in advertising, publicity, business meetings, politics, entertainment, etc. The author presents a plea for careful public scrutiny of possible future developments of depth-image persuasion techniques.

PACKARD, VANCE OAKLEY. *The Status Seekers.* New York. David McKay Co., Inc., 1959.

An exploration of class behavior in America and the hidden barriers that affect the individual, his community, and his future. (Advertising, psychological aspects, and propaganda.) Bibliography.

PARKER, EVERETT C.; BARRY, DAVID W.; *and* SMYTHE, DALLAS W. *The Television-Radio Audience and Religion,* New York, Harper & Bros., 1955.

A comprehensive appraisal of the impact of religious radio and television programs on the people of an American community.

PAULU, BURTON. *British Broadcasting.* Minneapolis, Minn., University of Minnesota Press, 1956.

A study of the various aspects of broadcasting in Great Britain; BBC, ITA, staff financing, programing, growth of TV, and audience analyses.

——— *British Broadcasting in Transition.* Minneapolis, University of Minnesota Press, 1960.

Describes the legal and financial structures of both the British Broadcasting Corporation and the commercially supported Independent Television Authority. Their program policies and operations are reviewed. The effect of television on other media is discussed. An appraisal is made of the performance of BBC and ITA, the effects of competition are surveyed, and recommendations are offered about the future of British broadcasting.

——— *See* NAEB Publications.

PETERSON, THEODORE. *See* SIEBERT—*Four Theories of the Press.*

PHILLIPS, DAVID C.; GROGAN, JOHN M.; *and* RYAN, EARL H. *Introduction to Radio and Television, An.* New York, The Ronald Press Co., 1954.

An introductory survey for a general understanding of radio and television. Contains background material on the development of the industry, its organization, operation, and special problems. Concentrates on current procedures and problems, organizations, and programing.

PIERCE, C. *See* OMMANNEY—*The Stage and the School.*

RAMBERG, E. G. *See* ZWORYKIN—*Television in Science and Industry.*

REINSCH, J. LEONARD. *Radio Station Management.* New York, Harper & Bros., 1948.

A source book based on years of practical experience in radio station management. Explores many facets and treats them one by one.

REISZ, KAREL. *The Technique of Film Editing—Basic Principles for TV.* New York, Farrar, Straus & Young, Inc., 1953.

A symposium by well-known men in the British film industry, edited by the author. An extensive, comprehensive work on the history and techniques of editing, with illustrations from current films.

RIDER, RICHARD L. *See* ABBOT—*Handbook of Broadcasting.*

RODALE, J. I. *The Phrase Finder.* Emmaus, Pa., Rodale Press, 1954.

Three books in one, including a name-finder and sophisticated synonyms. Especially useful to writers.

ROSS, IRWIN. *The Image Merchants.* Garden City, New York, Doubleday & Co., 1959.

"The fabulous world of public relations" is carefully scrutinized in this comprehensive book on the varied activities headed "public relations."

ROWLAND, J. HOWARD; TYLER, I. KEITH; *and* WOELFEL, NORMAN. *Criteria for Children's Radio Programs.* Columbus, Ohio, Evaluation of School Broadcasts. (Available from U.S. Office of Education, Washington 25, D.C.)

This guide for program planners, writers, and producers of children's radio programs is a summary of research findings and interpretations.

RYAN, EARL H. *See* PHILLIPS—*An Introduction to Radio and Television.*

SAYRE, JEANETTE. *See* FRIEDRICH—*The Development of the Control of Advertising on the Air; Controlling Broadcasting in Wartime; An Analysis of the Radio Broadcasting Activities of Federal Agencies.*

SCHALEKAMP, MARIE. *See* JOHNSON—*Communication.*

SCHRAMM, WILBUR. *Communications in Modern Society.* Urbana, Ill., University of Illinois Press, 1948.

A symposium giving general orientation toward the practical ends which communications can serve. Bibliography.

——— *Mass Communications.* Urbana, Ill., University of Illinois Press, 1949.

A book of readings selected and edited for the Institute of Communications Research at the University of Illinois. Intended as an introduction to mass communication through the social sciences.

——— *The Process and Effects of Mass Communication.* Urbana, Ill., University of Illinois Press, 1954.

An introduction to the communication process and to the general problems of its use internationally. Book grew out of a recognized need in the U.S. Information Agency for background materials for the training of employees in the field of research and evaluation.

——— *Responsibility in Mass Communication.* New York, Harper & Bros., 1957.

Analyzes the role of mass communication in society and the relationship of the media to government, business, the community, and the church. Shows how the mechanics of the media and the role of society affect the communicated message.

——— *See* SIEBERT—*Four Theories of the Press.*

SEEHAFER, E. F., *and* LAEMMAR, J. W. *Successful Radio and Television Advertising.* New York, McGraw-Hill Book Co., 1951.

Comprehensive description of many phases of radio and television advertising with illustrative material taken from actual practice.

SELDES, GILBERT. *The Great Audience.* New York, The Viking Press, 1950.

An analysis of what the three popular arts—movies, radio, and television—are doing to current tastes, standards, and social environment.

——— *The Public Arts.* New York, Simon & Schuster, Inc., 1956.

A practicing radio-TV critic and educator comments on many aspects of the various blessings and responsibilities that the electronic revolution has given society.

SETTEL, IRVING; GLENN, NORMAN; *and Associates. Television Advertising and Production Handbook.* New York, Thomas Y. Crowell Co., 1953.

For the advertising or businessman, the copy writer, director, and others, this reference book attempts to provide answers to problems most frequently encountered by those engaged in buying, selling, and producing television programs and advertising.

SEVAREID, ERIC. *In One Ear,* New York, Alfred A. Knopf, 1952.

A collection of what the author refers to as individual snapshots taken from some of his daily broadcasts. A panorama of our times.

SHAYON, ROBERT L. *Television and Our Children.* New York, Longmans, Green & Co., 1951.

An informative and penetrating exploration of the effects of television on children, and constructive suggestions for insuring better programs.

SHEFFIELD, FRED D. *See* HOVLAND—*Experiments on Mass Communication.*

SHURICK, E. P. J. *The First Quarter-Century of American Broadcasting.* Kansas City, Mo., Midland Publishing Co., 1946.

A chronological history of radio by subject.

SIEBERT, FRED S.; PETERSON, THEODORE; *and* SCHRAMM, WILBUR. *Four Theories of the Press.* Urbana, Ill., University of Illinois Press, 1956.

An analysis of four dominant rationales that have been used in various parts of the world to justify the existence of the press in society, namely: (1) The Authoritarian, (2) The Libertarian, (3) Soviet-Totalitarian, and (4) Social-Responsibility.

SIEPMANN, CHARLES A. *Radio's Second Chance.* Boston, Mass., Little, Brown and Co., 1946.

A critical analysis of radio's strength and its weakness in the United States, with a "Plan for the Future."

——— *The Radio Listener's Bill of Rights.*

Details the responsibilities of the radio listener to contribute his share of thought and effort toward the betterment of radio "in the public interest."

SIEPMANN, CHARLES A. *Radio, Television, and Society.* New York, Oxford University Press, 1950.

A history of radio and television and a study of their social and psychological effects on our tastes, opinions, and values.

——— *Television and Education in the United States.* Paris, UNESCO, 1952.

Considers general educational aspects of television, followed by a description and assessment of what has been done in countries where there is television. Book includes examples of program experiments as well as available evidence of effects of such programs. Estimates equipment and operating costs.

——— *Television in the United States.* Paris, UNESCO, 1952.

One in the UNESCO series, Press, Film, and Radio in the World Today. Considers general educational aspects of television and gives examples of program experiments and evidence of the effects of such programs.

——— *TV and Our School Crisis.* New York, Dodd, Mead & Co., 1958.

Discussion of the development of educational television, its application in schools, colleges, and universities, and reported research related to these efforts. Concludes with answers to critics of educational television and thoughts on its future. Selective bibliography.

SMEAD, ELMER E. *Freedom of Speech by Radio and Television.* Washington, D.C., Public Affairs Press.

An evaluation of various aspects of program regulation. Covers the problems raised by gambling, defamation, advertising practices, controversial issues, news, etc.

SMITH, G. H. *Motivation Research in Advertising and Marketing.* New York, McGraw-Hill Book Co., Inc.,

The result of studies by the Committee on Motivation Research sponsored by the Advertising Research Foundation whose purpose is to further scientific practices and promote greater effectiveness in advertising.

SMITH, JEANETTE SAYRE. *See* FRIEDRICH—*Radio-Broadcasting and Higher Education.*

SMYTHE, DALLAS W. *See* PARKER—*The Television-Radio Audience and Religion.*

——— *See* NAEB Monitoring Studies.

SOLAL, LUCIEN. *See* TERRON—*Legislation for Press, Film, and Radio.*

SOLOTAIRE, ROBERT SPENSER. *How To Get into Television.* New York, Sheridan House, 1957.

A guide to careers in TV, advertising, management, writing, and acting. Sources of further information in appendix.

SPENCE, LESLIE. *Radio Listening.* Madison, Wis., Joint Committee for Better Listening, 1946.

An aid for individual or group listeners to evaluate radio programs.

——— *Editor News Letter.* American Council for Better Broadcasts, Madison, Wis., 1953 to present.

Spot Radio Promotion Handbook. New York, Standard Rate & Data Service, Inc., 1949.

A handbook based on a first-hand study of the practices, viewpoints, opinions, and experience of spot radio uses.

SPONSOR. *All-Media Evaluation Study.* New York, Sponsor Services, Inc.

A detailed and analytical appraisal of the eight major advertising media.

Standards of Practice—See NAB.

STANTON, FRANK. *See* LAZARSFELD—*Radio Research, 1941,* and *Radio Research 1942–1943.*

STASHEFF, EDWARD. *See* NAEB publications.

STEINBERG, CHARLES. *The Mass Communicators.* New York, Harper & Bros., 1958.

Discussion of public relations, public opinion, and the mass media.

SUMMERS, HARISON BOYD. *A Thirty-year History of Programs Carried on National Radio Networks in the U.S., 1926–1956.* Columbus, Ohio State University, 1958.

Programs and ratings.

SWING, RAYMOND, *ed. See This I Believe.*

——— *Television.* New York, The Faught Co., 1949.

A report of a 10-month study of the pro's and con's of television from a socio-economic standpoint.

Television—A World Survey. UNESCO. New York, Columbia University Press. 1953.

Details on the worldwide spread of television, based on information available during the first quarter of 1953. Includes history of television in different countries, its organization, finance, technical facilities, and present programing activities, as well as reception conditions.

Television Digest and FM Reports. Washington, D.C., 1519 Connecticut Avenue, NW.

Weekly newsletters covering trends and developments in television and FM radio. Editors also publish annual AM, FM, and television directories, with addenda.

TERRON, FERNAND *and* SOLAL, LUCIEN. *Legislation for Press, Film, and Radio.* Paris, UNESCO, 1951.

A comparative study of main types of regulations governing the information media. One of the UNESCO series.

This I Believe. Edited by Raymond Swing. New York, Simon & Schuster, Inc., 1954.

Contains statements of personal philosophies of 100 men and women in all walks of life, as requested by Edward R. Murrow.

THOMSON, CHARLES A. H. *Television and Presidential Politics.* Washington, D.C., The Brookings Institution, February 1956.

Covers the 1952 elections and presents a discussion of the problems in future TV political coverage.

TOLLERIS, BEATRICE K. *Radio—How, When, and Why To Use It.* New York, National Publicity Council, 1947.

A manual designed to guide community agencies in planning effective uses of radio.

TRUE, HERBERT. *Television Dictionary/Handbook for Sponsors.* New York, Sponsor Services, Inc., 1955.

Quick-reference book including more than 2,200 terms and uses of television and new developments in the medium; particularly helpful to ad concerns, production firms, TV stations, and educators.

TYLER, I. KIETH. *See* ROWLAND—*Criteria for Children's Radio Programs.*

ULIN, ARNOLD A. *Small Station Management and the Control of Radio Broadcasting.* Littauer Center, Harvard University, 1948.

A case study of the role of radio-station management in the complex pattern of influences that divide the control of broadcasting. Preface by Dr. C. J. Friedrich.

UNESCO. *Television: A World Survey.* *See* Television: A World Survey.

——— *See* SIEPMANN—*Television in the United States.*

——— *See* NICOL, SHEA, SIMMONS, *and* SIM—*Canada's Farm Radio Forum.*

——— *See* CLAUSSE, ROGER—*Education by Radio: School Broadcasting.*

——— *See* TERROU, FERNAND, *and* SOLAL, LUCIEN—*Legislation for Press, Film, and Radio.*

——— *See* MERCIER, CLAUDE—*Low-Cost Radio Reception.*

——— *See* WILLIAM, J. GRENFELL—*Radio in Fundamental Education in Undeveloped Areas.*

——— *See* Press, Film, Radio—*Reports on the Facilities of Mass Communication*—1951.

——— *See* SIEPMANN—*Television and Education in the United States.*

——— SHEA, ALBERT A. *See* NICOL—*Canada's Farm Radio Forum.*

——— SIMMONS, G. J. P. *See* NICOL—*Canada's Farm Radio Forum.*

——— SIM, R. ALEX, *ed. See* NICOL, JOHN—*Canada's Farm Radio Forum.*

——— Adult Education Groups and Audio Visual Techniques. 1958.

——— *Professional Association in the Mass Media.* Paris, UNESCO Division of Free Flow of Information. 1959.

A handbook of national and international press, film, radio, and television organizations. Covers origin and development and present-day aims and activities of these groups in many countries.

U.S. GOVERNMENT PRINTING OFFICE, Washington, 25, D.C.

Lists of publications dealing with various phases of radio, television, electronics, radar, etc.

Variety Radio Directory. New York, Variety, Inc.

Yearbooks of information pertaining to radio.

WALLER, JUDITH C. *Radio, the Fifth Estate.* Boston, Mass., Houghton Mifflin Co., 1946.

Written by one of radio's best-known women, and designed as a text for students; gives comprehensive analysis of radio as a public service.

——— *Radio, the Fifth Estate.* 2d ed. Boston, Mass., Houghton Mifflin Co., 1950.

A revision, including some of the operations that have undergone changes since release of the first edition.

WARNER, HARRY P. *Radio and Television Law.* Albany, N.Y., Matthew Bender & Co., 1948.

A comprehensive reference book on the regulatory structure of radio and television law.

WARREN, FRANK. *TV in Medical Education.* Chicago, American Medical Association, 1955.

Written for the doctor who may be called upon to appear on television. Suggests ways and means for choosing and presenting material to best advantage.

WEILBACHER, WILLIAM M. *See* BROWN—*Advertising Media.*

WHITE, DAVID M. *See* NAFZIGER—*Introduction to Mass Communications Research.*

WHITE, LLEWELLYN. *The American Radio.* Chicago, University of Chicago Press, 1947.

A report on the broadcasting industry prepared by the Commission on Freedom of the Press.

WHITE, MELVIN R. *Beginning Television Production.* Minneapolis, Minn., Burgess Publishing Co., 1953.

An elementary manual for the student or for the radio technician wishing to learn something about television production.

WILLIAMS, ALBERT N. *Listening.* Denver, Colo., University of Denver Press, 1948.

A collection of articles published in the *Saturday Review of Literature* while the author was radio columnist. Articles are principally an analysis of how the reader-listener can achieve better listening, not just hearing.

WILLIAMS, J. GRENFELL. *Radio in Fundamental Education in Undeveloped Areas.* Paris, UNESCO. (Sales Agent in U.S.—Columbia University Press, New York 27, N.Y.)

Another in a series of studies on specific problems of mass communication pointing up the educational possibilities of radio in 16 underdeveloped areas from Algeria to the West Indies.

WILLIAMS, W. E. *See* HILL—*Radio's Listening Groups.*

WILLIS, EDGAR E. *Foundations in Broadcasting.* New York, Oxford University Press, 1951.

A general history of radio and television with specifics on techniques of programing as they relate to each medium.

WISCONSIN ASSOCIATION FOR BETTER RADIO AND TELEVISION, 2345 Van Hise, Madison, Wis. *Let's Learn To Listen.* 1945.

A handbook for the radio listener designed to stimulate readers to detect the difference between good and not-so-good programs.

WITTENBERG, PHILIP. *Dangerous Words.* New York, Columbia University Press, 1947.

A guide to the laws of libel.

WOLFE, CHARLES HULL. *Modern Radio Advertising.* New York, Funk & Wagnalls Co., 1949.

An account of radio advertising history with practical procedures for the agency representative and the radio advertiser.

——— *Modern Radio Advertising.* 2d ed., 1953.

With an analysis of television advertising, how to plan it, buy it, write it, and test it.

WOLSELEY, ROLAND E. *Interpreting the Church Through Press and Radio,* Philadelphia, Pa., Muhlenberg Press, 1951.

An analysis, from a journalistic approach, of the interpretation of the church through press and radio.

——— *Radio Listening.* 1946.

An aid for evaluating various types of programs, with specific suggestions for developing discrimination.

——— *Can Radio Listening Be Taught?* 1951.

A summary of reports by teachers concerning their experiences in guiding young students to become discriminating listeners.

WYLIE, MAX. *Clear Channels.* New York, Funk & Wagnalls Co., 1955.

An attempt to appraise television and its relation to American life, based on the writer's background of two decades as a radio-television writer, an advertising executive, and a college leader.

ZWORYKIN, V. K.; RAMBERG, E. G.; *and* FLORY, L. E. *Television in Science and Industry.* New York, John Wiley & Sons, Inc., 1958.

A technical survey of the various industrial applications of TV and of the use of closed-circuit systems for scientific research, education, commerce, and military situations. Includes details of the engineering of these systems.

Program Techniques

ADAMS, CHARLES. *Producing and Directing for Television.* New York, Henry Holt & Co., 1953.

A guide to many phases of television; the station, its facilities and personnel, its equipment, and the techniques of producing and directing programs.

ANDERSSON, D. M. *See* DIMOND—*Radio and Television Workshop Manual.*

BATTISON, JOHN H. *Movies for TV.* New York, The Macmillan Co., 1950.

A guide to the techniques and uses of motion picture films on television; equipment and its operation, program planning and production, color films and color TV, editing, splicing, and production of commercials.

BECKER, SAMUEL L., *and* HARSHBARGER, H. CLAY. *Television: Techniques for Planning and Performance.* New York, Henry Holt & Co., 1958.

A thorough treatment of TV-production fundamentals, specifically designed for class work in a studio with real or mockup cameras. Exercises are presented with many helpful suggestions for staging TV shows.

BENDER, JAMES F., *comp.* *NBC Handbook of Pronunciation.* New York, Thomas Y. Crowell Co., 1951.

This is a 2d-edition guide to correct standard pronunciation for announcers.

BRAUN, EVERETT C. *Let's Broadcast.* Minneapolis, Minn., The Northwestern Press, 1948.

A textbook on the use of radio broadcasting as an educational tool in the secondary schools.

BRETZ, RUDY. *Techniques of Television Production.* New York, McGraw-Hill Book Co., Inc., 1953.

A practical guide, including descriptions of equipment and materials for use in producing television programs, written by an experienced producer and teacher.

——— *and* STASHEFF, EDWARD. *Television Scripts.* New York, A. A. Wyn, Inc., 1951.

Scripts for staging and study, covering virtually every type of television script currently presented. Designed for the student, director, and producer.

———*The Television Program. See* STASHEFF.

BROOKS, WILLIAM F. *Radio News Writing.* New York, McGraw-Hill Book Co., 1948.

A textbook on writing news for radio, designed as a guide for beginners. Includes examples of special techniques needed to convert press dispatches to news on the air. Appendix includes news roundups and samples of commentaries by well-known newsmen.

BROWN, DONALD E., *and* JONES, JOHN PAUL. *Radio and Television News.* New York, Rinehart and Co., Inc., 1954.

A classroom textbook containing 15 units, each with an introduction written by an expert in the field, followed by practical exercise materials.

CAMPBELL, LAURENCE R.; HEATH, HARRY E., *Jr.; and* JOHNSON, RAY V. *A Guide to Radio-TV Writing.* Ames, Iowa, Iowa State College Press, 1950.

A workbook-syllabus for teachers, students, and professional workers interested in news, specialized information, continuity, writing, and surveys.

——— *and* WOLSELEY, ROLAND E. *Newsmen at Work.* Cambridge, Mass., The Riverside Press, 1949.

A textbook for those wishing to gather and write news for any medium of mass communication.

CBS NEWS STAFF. *Television News Reporting.* New York, McGraw-Hill Book Co., 1958.

A compilation of information based on the knowledge and years of practical experience of many people in the field. A practical handbook for use in newsroom and classroom.

CHARNLEY, MITCHELL V. *News by Radio.* New York, The Macmillan Co., 1948.

A text describing the special practices, principles, and characteristics of radio news and an evaluation of their effectiveness or failure.

CHASE, GILBERT. *Music in Radio Broadcasting.* New York, McGraw-Hill Book Co., 1946.

A collection of articles on the planning, production, and broadcasting of music programs.

CHESTER, GIRAUD *and* GARRISON, GARNET, R. *Radio and Television—An Introduction.* New York, Appleton-Century-Crofts, 1950.

A textbook based on the practical experience of the authors in teaching college radio courses, research in radio, and professional broadcasting.

——— *Television and Radio,* 2d ed. New York, Appleton-Century-Crofts, Inc., 1956.

A comprehensive text on many phases of broadcasting. This revision contains changes of content and emphasis to reflect developments in the field, especially in educational uses, TV production, and film.

COLODZIN, ROBERT S. *See* KAUFMAN—*Your Career in Television.*

COLUMBIA BROADCASTING SYSTEM. *Radio Alphabet: A Glossary of Radio Terms.* New York, Hastings House, 1946.

A list of radio and television terms and a few pages of sign language.

COWGILL, ROME. *Fundamentals of Writing for Radio.* New York, Rinehart & Co., Inc., 1949.

An intensive text stressing the importance of a sound understanding of the broadcasting medium in learning to write for radio. Contains abundance of illustrative material for guidance in writing, program planning, production, and marketing.

——— *See* KINGSON—*Broadcasting Television and Radio* and *Radio Drama Acting and Production.*

COWGILL, ROME. *See* KRULSVITCH—*Radio Drama Production.*

CREWS, ALBERT. *Radio Production Directing.* New York, Houghton Mifflin Co., 1944.

The first textbook in a series resulting from summer radio institutes launched cooperatively in 1941 by Northwestern University and the National Broadcasting Company. Written as a guide for professional training for careers in radio broadcasting.

——— *Professional Radio Writing.* New York, Houghton Mifflin Co., 1946.

An analysis of radio writing for all types of markets and listeners. A glossary of terms and assignments for student practice are included.

CURRAN, CHARLES W. *The Handbook of TV and Film Technique.* New York, Pellegrini & Cudahy, 1953.

A nontechnical production guide for executives. Gives basic facts about producing films, including production costs; methods and procedures, and a glossary of trade terms.

——— *Screen Writing and Production Techniques.* New York, Hastings House, 1958.

A nontechnical handbook for TV, film, and tape. Part I deals with creating and developing the script; Part II deals with production planning and actual staging procedure; and Part III analyzes the factors in production cost.

DIMOND, S. A., *and* ANDERSSON, D. M. *Radio and Television Workshop Manual.* New York, Prentice-Hall, Inc., 1952.

A practical guide to creative radio and television production, with emphasis on simplified types of programing for the small station.

——— *See* GOULD—*Training the Local Announcer.*

DUERR, EDWIN. *Radio and Television Acting.* New York, Rinehart & Co., Inc., 1950.

A general critique on acting as a profession, with procedures for the mechanics of acting before a microphone or performing before cameras.

DUMIT, EDWARD S. *See* HENNEKE—*The Announcer's Handbook.*

FIELD, STANLEY. *Television and Radio Writing.* Boston, Mass., Houghton Mifflin Co., 1958.

A practical text covering radio-TV writing opportunities, with helpful information on how to prepare for work in this field. Each type of writing is discussed, and selected examples are presented for study. Exercises are included for individual and group practice.

FRENCH, FLORENCE F., LEVENSON, WILLIAM B.; *and* ROCKWELL, VERA C. *Radio English.* New York, McGraw-Hill Book Co., Inc., 1952.

A high school and junior college text for radio English and radio workshop groups. Deals with various aspects of programing and includes a play for radio production. Part V deals with television planning.

FUNT, ALLEN. *Eavesdropper at Large.* New York, Vanguard Press, 1952.

A behind-the-scenes account of the author's experiences in dealing with human nature while producing the "Candid Camera" television and "Candid Mike" radio series on the air.

GARRISON, GARNET R. *See* CHESTER—*Radio and Television—An Introduction.*

——— *See* CHESTER—*Television and Radio.*

GOULD, S. B., *and* DIMOND, S. A. *Training the Local Announcer.* New York, Longmans, Green & Co., Inc., 1950.

A practical text pointing up the everyday problems of the local announcer and his place in the daily operation of a station and including exercise material covering wide range of announcer's duties.

GREENE, ROBERT S. *Television Writing.* New York, Harper and Bros., 1952.

A detailed guide to the new techniques of writing for television based on extensive research as well as on the author's experience as a radio writer. Contains many script samples with analysis of each.

——— *Television Writing: Theory and Technique.* New York, Harper and Bros., 1956. Rev. ed.

Foreword by Robert Montgomery. A general text covering many types of TV scripts and the special problems they present to the writer.

GREET, W. CABELL. *World Words: Recommended Pronunciations.* New York, Columbia University Press, 1944.

Gives pronunciations for about 10,000 names and words in various languages.

HALAS, JOHN *and* MANVELL, ROGER. *The Technique of Film Animation.* New York, Hastings House Publishers, Inc., 1959.

A "how to" treatment of the whole subject of film animation. Part I covers various factors which govern animation; part II the many uses of animated materials; part III the special case of the animated cartoon; part IV a variety of other types and special-purpose animations.

HARSHBARGER, H. CLAY. *See* BECKER—*Television: Techniques for Planning and Performance.*

HEATH, ERIC. *Writing for Television.* Los Angeles, American Book Institute, 1950.

A textbook for the beginning television writer with equally useful aids for the advanced student.

——— Rev. ed., 1953.

——— Rev. ed., 1954. Published by Horizon Publications.

HEATH, HARRY E., *Jr. See* CAMPBELL—*A Guide to Radio-TV Writing.*

HENNEKE, BEN G. *The Radio Announcer's Handbook.* New York, Rinehart & Co., Inc., 1948.

Designed to teach speech students the rudiments of radio announcing. Exercises are included, along with drill material.

——— *and* DUMIT, EDWARD S. *The Announcer's Handbook.* 2d ed. New York, Rinehart & Co., Inc., 1959.

Copywork, exercises, and drill provide a variety of sources of rehearsal material and classroom practice. General text is brief.

HERMAN, LEWIS. *A Practical Manual of Screen Playwriting.* Cleveland, Ohio, The World Publishing Co., 1952.

A guide for the beginning writer of screen plays for the theater and television and a sourcebook of new ideas for the professional writer.

——— *and* SHALLET, MARGUERITE. *Manual of Foreign Dialects.* New York, Ziff-Davis Publishing Co., 1943.

This manual contains 30 of the principal foreign dialects of the various national groups, with characteristic studies, speech peculiarities, and examples of the dialects in easily rendered phonetic monologs.

HERMAN, LEWIS. *Manual of American Dialects for Radio, Stage, Screen, and Television.* Chicago, Ziff-Davis Publishing Co., 1947.

An authentic source for the dialect enthusiast. Contains 30 foreign dialects with character studies, speech peculiarities, and examples of phonetic monologs.

HODAPP, WILLIAM. *The Television Manual.* New York, Farrar, Straus & Young, Inc., 1953.

A guide to TV production and programing for education, public affairs, and entertainment. Explains many of the elements of program formats and sources. Has chapter on writing for television films and on operation of educational television.

——— *The Television Actor's Manual.* New York, Appleton-Century-Crofts, 1955.

Extensive advice to the television actor, including job opportunities, tips on casting, acting techniques, agent selection, and effective publicity.

HOFFMAN, WILLIAM G., *and* ROGERS, RALPH L. *Effective Radio Speaking.* New York, McGraw-Hill Book Co., 1944.

Under the headings Psychology, Strategy, Organization, Language, Writing, and Reading of a Radio Speech, practical pointers are given to help overcome mike fright and add color and interest in the delivery of an effective radio speech.

HOTALING, BURTON L. *A Manual of Radio News Writing.* Milwaukee, Wis., *The Milwaukee Journal,* 1947.

Discusses various types of radio news from writing to editing.

HUBBELL, RICHARD W. *Television Programing and Production.* New York, Rinehart and Co., Inc., 1956. Rev. 3d ed.

Appendix includes a complete shooting script of a TV drama, with director's cues written in. Traces the growth of TV in America and Europe. Compares TV with other media while presenting a detailed explanation of the nature of TV programing, camera lenses, and operating techniques, theory of video skills, incorporation of audio devices, and TV production theories.

HUNTLEY, JOHN. *See* MANVELL—*Technique of Film Music.*

HUTCHINSON, THOMAS H. *Here Is Television—Your Window to the World.* New York, Hastings House, 1946.

An account of television as it exists today, with a forecast of developments to be expected. Revised 1948; completely revised 1950.

HYDE, STUART W. *Television and Radio Announcing.* Boston, Mass., Houghton Mifflin Co., 1959.

A compilation of material from the various subjects required of the announcer. Sections on foreign pronunciations, technical aspects of radio-TV, international phonetic alphabet, and practice material for all types of announcing assignments. Glossary.

JOELS, MERRILL H. *Acting Is A Business.* New York, Hastings House, 1955.

A semi-autobiographical guidebook on how to get into radio and television as an actor. Includes a list of sources and services in New York City.

JOHNSON, RAY V. *See* CAMPBELL—*A Guide to Radio–TV Writing.*

JONES, JOHN PAUL. *See* BROWN—*Radio and Television News.*

KAUFMAN, WILLIAM I., *and* COLODZIN, ROBERT. *Your Career in Television.* New York, Merlin Press, 1950.

An appraisal of job possibilities in television along with suggestions on choosing a career as an actor, director, or other activity in the television field.

KAUFMAN, WILLIAM I., *ed. How To Write for Television.* New York, Hastings House, 1955.

A collection of short articles by 10 successful writers and script editors, giving specific advice on what it takes to create saleable scripts.

——— *How To Direct for Television.* New York, Hastings House, 1955.

Information and advice on the director's problems as prepared by some of the best-known directors and producers.

——— *How To Announce for Radio and Television.* New York, Hastings House, 1956.

A collection of short articles by well-known broadcasters. Offers advice on opportunities in the field and on how to prepare for special types of announcing careers.

KEITH, ALICE. *How To Speak and Write for Radio.* New York, Harper & Bros., 1944.

A reference manual containing suggested "short-cut" methods of acquiring an effective radio voice. Also contains a number of model scripts.

——— *The Microphone and You.* New York, Hastings House, 1955.

A handbook on how to speak and write for television and radio.

KINGSON, WALTER K., COWGILL, ROME, *and* LEVY, RALPH. *Broadcasting Television and Radio.* New York, Prentice-Hall, Inc., 1955.

Gives how-to techniques of writing, directing, and acting, plus a behind-the-scenes survey of the radio-television industry.

——— *Radio Drama Acting and Production.* New York, Prentice-Hall, Inc., 1950.

A new edition of the handbook described above, with an added text on the fundamentals of radio acting and exercise material.

KRULEVITCH, WALTER, *and* COWGILL, ROME. *Radio Drama Production.* New York, Rinehart & Co., 1946.

A handbook for the average classroom workshop, giving background of production theory. Contains scripts with exercises for developing skill in elements of radio drama production.

LA PRADE, ERNEST. *Broadcasting Music.* New York, Rinehart & Co., 1947.

An explanation of the entire process of broadcasting music, from the planning of the program to its production in the studio.

LAWTON, SHERMAN P. *See* EWBANK—*Broadcasting: Radio and Television.*

LEVENSON, WILLIAM B. *See* FRENCH—*Radio English.*

LEVY, RALPH. *See* KINGSON—*Broadcasting Television and Radio.*

MCCANDLESS, STANLEY. *Syllabus of Stage Lighting, A.* New Haven, Conn., Whitlock's, Inc., 1953.

The eighth edition of a text written primarily for the teacher.

MACKEY, DAVID R. *Drama on the Air.* New York, Prentice-Hall, Inc., 1951.

A text which integrates the three main facets of radio dramatic presentation—script, production, and acting—with emphasis on acting. Includes 4 complete scripts and 25 scenes for exercise.

MANVELL, ROGER. *See* HALAS—*The Technique of Film Animation.*

MANVELL, ROGER, *and* HUNTLEY, JOHN. *Technique of Film Music.* New York, Hastings House.

This definitive work presents the know-how of experts from leading film production centers in Great Britain and the United States.

MOSSE, BASKETT. *Radio News Handbook.* Evanston, Ill., Medill School of Journalism, Northwestern University, 1947.

A guide in the preparation and production of news programs with added information on radio sign language, glossary of radio terms, and a sample script.

——— *and* WHITING, FRED, *eds. Television News Handbook.* Evanston, Ill., Northwestern University Press, 1953.

A guide for the professional newsman as well as for the television journalism student. Contains excerpts from talks by leading television newsmen as presented at the first national television news seminar at Northwestern University.

MCMAHAN, HARRY W. *The Television Commercial.* New York, Hastings House, 1957.

The fundamentals for effective utilization of TV as a sales medium, plus detailed chapters covering aspects of production of TV commercials, with step-by-step explanations and advice on how to reduce costs.

——— *TV Tape Commercials.* New York, Hastings House, 1960.

An illustrated handbook, which explains aspects of TV tape production and how this method can be used to combine the best of live and film-TV techniques.

——— *Television Production.* New York, Hastings House, 1957.

A handbook of TV production fundamentals, presented in a how-to-do-it framework. Emphasizes artistic quality in various production situations. Illustrated.

NEEDLEMAN, MORISS H. *A Manual of Pronunciation.* New York, Barnes & Noble, Inc., 1949.

Lists about 5,800 "everyday words selected as commonly mispronounced." The unique feature is that three systems of notation are used—the simplified, the diacritical, and the phonetic.

O'MEARA, CARROLL. *Television Program Production.* New York, The Ronald Press Co., 1955.

A manual designed for those planning a career in television program writing or production.

PENNELL, ELLEN. *Women on TV.* Minneapolis, Minn., Burgess Publishing Co., 1954.

Designed to inform the student and her teacher about opportunities for women in television, as well as to provide detailed hints on planning programs for home audiences.

POOLE, LYNN. *Today's Science and You.* New York, Whittlesey House-McGraw Hill, 1952.

A popularized version of some of the most recent conquests of science. Includes highlights of science featured on the author's series of television programs, the Johns Hopkins Science Review.

——— *Science Via Television.* Baltimore, Md., The Johns Hopkins Press, 1950.

A factual step-by-step outline of methods and procedures from the stage of the program idea until it goes on the air.

ROBERTS, EDWARD BARRY. *Television Writing and Selling.* Boston, Mass., The Writer, Inc., Pub., 1960. 3d ed.

This revision offers detailed information on actual techniques, many selections for study and analysis, and a thorough guide to the successive steps of adaptation for TV. Contains advice and many helpful facts for the TV writer.

ROCKWELL, VERA C. *See* FRENCH—*Radio English.*

ROGERS, RALPH. *See* HOFFMAN—*Effective Radio Speaking.*

ROYAL, JOHN F. *Television Production Problems.* New York, McGraw-Hill Book Co., 1948.

Compiled from a series of 11 lectures by NBC television personnel in a course given by Columbia University and NBC.

SETTEL, IRVING. *How To Write Television Comedy.* Boston, Mass., The Writer, Inc., 1958.

Defines types of TV comedy and what it takes to write them: How to write jokes; making people laugh; gags and characterizations; dramatic comedy; hints on selling TV scripts.

551023—60——4

SHALLET, MARGUERITE. *See* HERMAN—*Manual of Foreign Dialects.*

SILLER, BOB, TERKEL, HAL, *and* WHITE, TED. *Television and Radio News.* New York, The Macmillan Co., 1960.

Written particularly for the broadcasting journalist, the book contains basic information on procedures for gathering, writing, and presenting news on radio and television.

SKILBECK, OSWALD. *ABC of Film and TV Working Terms.* New York, Hastings House, Pub., Inc., 1960.

A dictionary explaining the working words used in British film and TV studios.

SNYDER, ROSS.—*See* PARKER—*Religious Radio: What To Do and How.*

STASHEFF, EDWARD, *and* BRETZ, RUDY. *The Television Program.* New York, A. A. Wyn, Inc., 1951.

A guide to writing, directing, and producing television programs. Contains photographs, diagrams, charts, and actual directors' scripts of outstanding programs.

——— ——— *Television Program, The.* New York, Hill and Wang, 1956 Rev.

Writing, direction, and production of the TV program are treated in great detail. Illustrations and diagrams. An extensive "how to do it" reference source for various phases of TV programing.

——— *Television Scripts—See* BRETZ.

TERKEL, HAL. *See* SILLER—*Television and Radio News.*

TOBIN, RICHARD L. *New Styles Book.* New York, American Broadcasting Co., Inc., 1946.

A few do's and don'ts on radio news writing and some specific word styles.

TOOLEY, HOWARD. *The Television Workshop.* Minneapolis, Minn., Northwest Press, 1953.

Written to acquaint the actor or actress with a few working tools of TV. Sample scripts. Glossary.

TURNBULL, ROBERT B. *Radio and Television Sound Effects.* New York, Rinehart & Co., Inc., 1951.

A comprehensive analysis of the part that sound plays in the radio and television drama, how it is affected by writing and production, and some of the problems of the sound technician.

WADE, ROBERT J. *Designing for TV.* New York, Pelligrini and Cudahy, 1952.

A book on art and design in television staging, written expressly for the graphic artist, craftsman, or production designer.

——— *Staging TV Programs and Commercials.* New York, Hastings House, 1954.

A handbook on how to plan and execute television sets, props, and production facilities. Includes suggestions for relating stagecraft experience to TV.

WALKER, E. JERRY. *Religious Broadcasting: A Manual of Techniques.* Washington, D.C., National Association of Broadcasters, 1945.

A guide for those who prepare and present religious programs.

WARREN, CARL NELSON. *Radio News Writing and Editing.* New York, Harper & Bros., 1947.

Text with diagrammatic illustrations to cover the various phases of radio news work.

WEISS, MARGARET R. *The TV Writer's Guide.* New York, Pellegrini and Cudahy, 1952.

A handbook showing basic writing techniques, with suggestions for the preparation of professional scripts and for their protection and marketing.

WHITE, MELVIN R. *Beginning Radio Production.* Minneapolis, Minn., The Northwestern Press, 1950.

A textbook for advanced high school and beginning college students; intended primarily to develop basic knowledge and skills essential to the radio worker.

——— *Microphone Technique for Radio Actors.* Minneapolis, Minn., Northwestern Press, 1950.

A brief and elementary handbook for the beginning radio actor.

WHITE, PAUL W. *News on the Air.* New York, Harcourt, Brace & Co., 1947.

An analysis of news gathering and preparation for broadcasting by one of radio's well-known news writers.

WHITE, TED. *See* SILLER—*Television and Radio News.*

WHITING, FRED. *See* MOSSE—*Television News Handbook.*

WILEY, MAX. *Radio Writing.* New York, Rinehart & Co., Inc., 1941.

Deals with various types of scripts. Includes writing exercises and several chapters and analyses of students' work which should be valuable for the new radio writer.

——— *Radio and Television Writing.* New York, Rinehart & Co., Inc., 1950.

An expanded revision of Mr. Wiley's first edition; written in terms of developments in audience preferences and in techniques.

WOLSELEY, ROLAND E. *See* CAMPBELL—*Newsmen at Work.*

YOAKEM, LOLA GOELET, *ed. TV and Screen Writing.* Berkeley, Calif., University of California Press, 1958.

Seventeen members of Writers Guild of America discuss screen writing: adaptation, western, comedy, religious, science fiction, etc. Glossary.

Educational Uses

AARNES, HALE, *and* CHRISTIANSEN, KENNETH; *eds. Problems in College Radio.* Columbia, Mo., Stephens College, 1948.

Proceedings of the 1946 Conference on College Radio, held at Stephens College. Contains speeches dealing with the radio curriculum, careers, etc.

ADAMS, JOHN C.; CARPENTER, C. R.; *and* SMITH, DOROTHY R., *eds. College Teaching by Television.* Report on a conference on Teaching by TV in colleges and universities, 1957.

Report on proceedings covering an appraisal of televised instruction: evaluation, motivation of students, practical problems, educational philosophy of television. Includes supplemental papers.

ADKINS, EDWIN P., *ed. Television in Teacher Education.* Washington, D.C., American Association of Colleges for Teacher Education, 1960.

A report on the possibilities of using TV in teacher education, in colleges, and in public schools.

BAILEY, K. V. *The Listening Schools.* London, British Broadcasting Corporation, 1957.

A guide to the history and organization of the BBC's school programs, and an account of school broadcasting in Britain today.

BRODERICK, GERTRUDE G. *Directory of College Courses in Radio and Television.* Washington, U.S. Office of Education, 1959–60.

A mimeographed list of colleges reporting courses in radio and television, with special designation for those offering degrees in communications. Names of instructors in charge included.

BRODERICK, GERTRUDE G. *Educational Television.* Local Program Survey, 1952–53. Washington, D.C., National Association of Radio-Television Broadcasters.

A survey report on the extent to which schools and colleges were presenting television programs on local commercial and educational stations.

——— *FM for Education. See* DUNHAM.

BROWN, JAMES W.; LEWIS, RICHARD B.; *and* HARCLAROAD, FRED F. *Audio-Visual Instructional Materials Manual.* New York, McGraw-Hill Book Co., 1959.

Emphasis is on interrelated uses of all instructional materials. Presents details, examples, and suggestions for utilization of audiovisual teaching aids. Covers selection and use of ready-made materials and the creation of instructional materials. Discusses radio and TV.

CALLAHAN, JENNIE WAUGH. *Radio Workshop for Children.* New York, McGraw-Hill Book Co. 1948.

A workshop text designed to prepare students to enter educational radio either as teachers in school workshops or as radio-station personnel.

——— *Television in School, College, and Community.* New York, McGraw-Hill Book Co., 1953.

A survey of the field of educational television. Contains an extensive bibliography and a dozen production scripts from various sources in the field.

CARPENTER, C. R. *See* ADAMS—*College Teaching by Television.*

CHANDLER, ANNA C., *and* CYPHER, IRENE F. *Audio-Visual Techniques.* New York, Noble and Noble, 1948.

For persons interested in the enrichment of teaching through the use of audiovisual aids. Contains many how-to directions and suggestions for radio and television programming.

CHRISTIANSEN, KENNETH. *See* AARNES—*Problems in College Radio.*

COOPER, ISABELLE M. *Bibliography on Educational Broadcasting.* Chicago, The University of Chicago Press, 1942.

A bibliography on the historical, technical, and educational fields of broadcasting.

✓ COUNCIL OF CHIEF STATE SCHOOL OFFICERS. *Purchase Guide for Programs in Science, Mathematics, Modern Foreign Languages.* Washington, D.C., The Council, 1959.

A guide to economical purchase of materials and equipment in these areas.

DENT, ELLSWORTH C. *The Audio-Visual Handbook.* Chicago, Society for Visual Education, 1949.

A handbook of information for those interested in using audiovisual teaching materials. Published first in 1934; this is the sixth edition.

DIEUZEIDE, HENRI. *Teaching Through Television.* Paris, Organization for European Economic Co-Operation, Office for Scientific and Technical Personnel. 1960.

A report on current use of TV in Western European schools, and an examination of possibilities for using the medium to meet critical needs in science teaching.

DUNHAM, FRANKLIN. *Educational Teleguide,* Washington, D.C., 1959.

References for education by television.

——— *and* LOWDERMILK, RONALD R. *Television in Our Schools,* Washington, U.S. Government Printing Office, 1953.

A brief analysis of television's role in education, with illustrations of some of the current uses of the medium by schools.

——— BRODERICK, GERTRUDE G., *and* LOWDERMILK, RONALD R. *FM for Education.* Washington, U.S. Government Printing Office, 1948. 2d ed.

Designed to inform educators and school board members of the potential educational facilities of the specially reserved FM radio channels.

CUMMING, WILLIAM K. *This Is Educational Television.* Ann Arbor, Mich., Edwards Bros., Inc., 1954.

A compilation of experiences reported in selected centers throughout the United States, with interpretations and conclusions by the author.

CYPHER, IRENE F. *See* CHANDLER—*Audio-Visual Techniques.*

DALE, EDGAR. *Audio-Visual Methods in Teaching.* New York, The Dryden Press, Inc., 1947.

A basic text on methods, with brief references to radio.

——— 2d ed., 1954.

Complete rewrite of first edition presenting author's rethinking of field of audiovisual instruction. Contains several new chapters, including one on educational television.

DAVIDSON, RAYMOND L. *See* HOLLAND—*Audio-Visual Materials and Devices,* Rev. ed.

ERIKSON, CARLTON W. *Administering Audio-Visual Services,* New York, MacMillan, 1959.

A presentation of the administrative organization and procedures for an effective and efficient audiovisual service.

EDUCATORS PROGRESS SERVICE. Randolph, Wis., publishers of annual *"Guide to Free Films," "Guide to Free Filmstrips," "Guide to Free Tapes, Scripts and Transcriptions,"* and *"Guide to Free Curriculum Materials."*

FEDERAL RADIO EDUCATION COMMITTEE. Washington, D.C., U.S. Office of Education.

——— *Criteria for Children's Radio Programs.*

Designed as guide to script writers, parents, teachers, broadcasters, and others concerned with programs for children.

——— *How To Judge a School Broadcast.*

A manual for teachers and broadcasters on techniques by which they may quickly judge the educational effectiveness of programs intended for use in schools.

——— *Radio in the Schools of Ohio.*

Report of an experiment in schoolwide listening and its effect on teachers and students.

——— *School-Wide Use of Radio.*

A detailed evaluation of 1 year's school-wide use of an "American School of the Air" series.

——— *Suggested Standards for College Courses in Radio-broadcasting*, 1945.

Designed to guide colleges in establishing radio courses.

FOSTER, OWEN I., *ed. Using Audio-Visual Materials in the Elementary Classroom.* Indiana Department Public Instruction, 1959.

A guide to techniques for effective utilization of audiovisual material. Includes detailed list of sources and bibliography.

FRENCH, FLORENCE F., LEVENSON, WILLIAM B., *and* ROCKWELL, VERA C. *Radio English.*

FROST, EDA. *See* WATKINS—*Your Speech and Mine.*

HALAS, JOHN, *ed. International Animated Film*, New York, Hastings House, 1959.

Covers aspects of the animated film: historical development, esthetic principles of voice, effects, music, color, public relations, advertising, and entertainment uses. Special types of animation are shown and discussed. Contains section on the educational applications of animation.

HANSON, GERTIE. *See* WITTICH—*Educators' Progress Service.*

HARCLEROAD, FRED F. *See* BROWN—*Audio-Visual Instructional Materials Manual.*

HARTLEY, WILLIAM H. *A Guide to Audio-Visual Materials for Elementary School Social Studies*, Brooklyn, N.Y., Rambler Press, 1950.

A compilation of selected teaching materials within the realm of and important to elementary school classes in social studies.

HARTNELL, HORACE C. *See* HOLLAND—*Audio-Visual Materials and Devices*, Rev. ed.

HOLLAND, BENJAMIN FRANKLIN; HARTNELL, HORACE C., *and* DAVIDSON, RAYMOND L. *Audio-Visual Materials and Devices*, Rev. ed. Lubbock, Tex., 1958.

A manual of audiovisual materials and devices, their construction and operation, and principles of classroom utilization. Part I, audio equipment and materials; part II, still projection; part III, motion picture projection; and part IV, building facilities for audiovisual teaching.

ILLINOIS, UNIVERSITY OF. *Toward More Effective Educational TV*, Urbana, Ill., 1958.

A pilot study of the effects of commercial TV on the verbal behaviors of preschool children. Bibliography.

JOINT COUNCIL ON EDUCATIONAL TELEVISION. *Four Years of Progress in Educational Television.* Washington, D.C., the Council, 1956.

A report covering the present and potential development of educational TV stations, sources of financial support, aids to increased public understanding of efforts, and details of program development.

KINDER, JAMES S. *Audio-Visual Materials and Techniques.* New York, American Book Co., 1950.

A comprehensive treatise on the value of the new instructional materials, with suggestions for making learning more meaningful through the use of various types of visual and auditory material.

——— *Audio-Visual Materials and Techniques*, 2d ed., New York, American Book Co., 1959.

For students in teacher-education courses, teachers in service, and audiovisual directors. Revised and extended second edition includes radio, TV, and new recording information. Vocabulary, projects, and sources of material are listed after each chapter.

——— *and* MCCLUSKY, F. DEAN. *The Audio-Visual Reader.* Dubuque, Iowa, William C. Brown Co., 1954.

A collection of 200 articles written by eminent specialists in the field of audiovisual instruction: radio and TV.

KURTZ, EDWIN BERNARD. *Pioneering in Educational TV.* Iowa City, 1959.

Covers the period 1932–39. A documentary presentation of early experiments.

LEESTMA, ROBERT. *Audio-Visual Materials for Teaching Reading.* Ann Arbor, Mich., Slater's Book Store, Inc., 1954.

A comprehensive listing of films, filmstrips, slides, flat pictures, recordings, and special commercially available devices for use in teaching reading.

LEE, ROBERT H. *See* SKORNIA—*Creative Broadcasting.*

LEONARD, J. PAUL. *See* NOEL—*Foundations for Teacher Education in Audio-Visual Instruction.*

LEVENSON, WILLIAM B. *Teaching Through Radio.* New York, Rinehart and Co., Inc., 1945.

Has a twofold purpose: The improvement of school broadcasting and the encouragement of more effective use of educational radio programs. Written by the former director of Cleveland's school-owned radio station WBOE. Concerns the techniques and basic information needed by teachers and school administrators in a variety of situations. Contains scripts, aids to utilization, and program schedules.

———, FRENCH, FLORENCE F., *and* ROCKWELL, VERA C. *Radio English.*

——— *and* STASHEFF, EDWARD. *Teaching Through Radio and Television.* New York, Rinehart and Co., 1952.

A revision of Levenson's *Teaching Through Radio,* with new material dealing with television.

LEWIS, PHILIP. *Educational Television Guidebook.* New York, McGraw-Hill Book Co., Inc., 1960.

Under the sponsorship of the Electronic Industries Association, the Guidebook was prepared to assist in answering frequently recurring questions concerning proper planning and designing for school use of television, along with pertinent information about equipment.

LEWIS, RICHARD B. *See* BROWN—*Audio-Visual Instructional Materials Manual.*

LOWDERMILK, R. R. *Television in Our Schools. See* DUNHAM.

——— *FM for Education. See* DUNHAM.

LUMSDAINE, ARTHUR A., MAY, MARK A., *and others. Learning From Films.* New Haven, Conn., Yale University Press, 1958.

A report on the Yale Motion Picture Research Project, 1946 to present. Part I: Acquisition of knowledge from films; part II: Effects of films on subsequent learning activities; part III: Evaluating instructional films; part IV: Use and potential of teaching films. Illustrated. Bibliography.

MACLATCHY, JOSEPHINE, *ed. Education on the Air.* Columbus, Ohio State University, 1930 to 1948. (*See* OLSON for subsequent issues.)

Yearbook containing proceedings of the Institute for Education by Radio. Some of the topics discussed are: Organization and administration of education by radio, the radio in educational institutions, schools of the air, college radio stations and their activities, technical aspects of radio, educational techniques in broadcasting, and research in radio education.

MAY, MARK A. *and others. See* LUMSDAINE—*Learning from Films.*

MCCLUSKY, F. DEAN. *Audio-Visual Teaching Techniques.* Dubuque, Iowa, William C. Brown Co., 1949.

For the student of education, outlining principles which underlie the use of audio-visual materials in teaching. Contains selected list of films, slides, recordings, etc. Published originally in 1940.

——— *The Audio-Visual Bibliography.* Dubuque, Iowa, William C. Brown Co., 1950.

A comprehensive bibliography giving in eight major sections short annotations on the literature on audio-visual instruction.

——— *See* KINDER—*The Audio-Visual Reader.*

MCKOWN, HARRY G., *and* ROBERTS, ALVIN B. *Audio-Visual Aids to Instruction,* 2d ed. New York, 1949.

An encyclopedic text and practical handbook showing teacher and administrator how to select, organize, and utilize all types of audio-visual aids, in all subjects and at all levels through high school.

MINNESOTA UNIVERSITY COLLEGE OF EDUCATION. *Closed Circuit TV in Teacher Education,* 2d ed. Minneapolis, Minn., University of Minnesota, 1957.

A report on the progress of investigations into television at the College of Education. Includes case studies of demonstrations, report on use of closed circuit television for classroom observation, in-service training, and direct teaching.

NATIONAL EDUCATION ASSOCIATION, DEPARTMENT OF AUDIO-VISUAL INSTRUCTION. *Television in Instruction: An Appraisal.* Washington, D.C., the Association, 1958.

Discussion of TV's role in instruction and in teacher education.

——— *Interaction in Learning: Implications for Television.* Washington, D.C., The Association, 1959.

A definition of interaction and a discussion of current applications of TV in this area.

——— *Opportunities for Learning: Guidelines for Television.* Washington, D.C., The Association, 1960.

Part I presents the basic framework, Part II a discussion by many educational TV leaders, and Part III suggestions for the future.

NATIONAL EDUCATIONAL TELEVISION AND RADIO CENTER. *1959-Year of Progress.* Ann Arbor, Mich., 1959.

A report on the varied activities of the Center during 1959.

NEW YORK ACADEMY OF MEDICINE. *Radio in Health Education,* New York, Columbia University Press, 1945.

A critical study by the Academy of Medicine of the use of radio in health education. Presents a series of talks by medical men and professional radio people at an Academy conference on radio in health education.

O'BRIEN, MAE. *Children's Reactions to Radio Adaptations of Juvenile Books.* New York, Columbia University Press, 1950.

Report of a study to determine the reactions of children to radio programs designed for their listening, to make their reactions more directly available to producers, and to suggest ways of making programs more widely useful to schools.

OLSON, O. JOE, *ed. Education on the Air.* Columbus, Ohio State University, 1949 to 1952 (*See* MacLatchy for previous issues.)

Yearbook of proceedings of annual Institute for Education by Radio-Television.

ROBERTS, ALVIN B. *See* MCKOWN—*Audio-Visual Aids to Instruction.*

ROCKWELL, VERA C.; FRENCH, FLORENCE F.; *and* LEVENSON, WILLIAM B. *Radio English.*

RUARK, HENRY, C. *Jr., ed. The Audio-Visual Equipment Directory,* 4th ed. Fairfax, Va., National Audio-Visual Association, Inc., 1958.

A guide to current models of audiovisual equipment.

SCHULLER, CHARLES F., *ed. The School Administrator and His Audio-Visual Program.* Washington, D.C., Department of Audio-Visual Instruction, National Education Association, 1954.

A coordinated source of information for school administrators on characteristics and requirements of an effective audiovisual program. Yearbook of Department of Audio-Visual Instruction, NEA.

——— *See* WITTICH—*Audio-Visual Materials,* 2d ed.

——— *See* WITTICH—*Audio-Visual Materials—Their Nature and Use.*

SIEPMANN, CHARLES A. *Radio and Education,* New York, William Sallock.

One of 50 factual studies in philosophy and social science.

SKORNIA, H. J.; LEE, ROBERT H.; *and* BREWER, FRED A. *Creative Broadcasting,* New York, Prentice-Hall, Inc., 1950.

For beginners in radio training. Each chapter concludes with pertinent questions and answers. Contains 12 scripts cleared for broadcasts.

SMITH, DOROTHY R. *See* ADAMS—*College Teaching by Television.*

SOUTHERN STATES WORK CONFERENCE ON EDUCATIONAL PROBLEMS. *The Public Schools and TV; A Case Book of Programing Practices,* Tallahassee, Fla., 1958.

A discussion of current educational uses of TV; in-service teacher training; direct teaching; adult education; out-of-school programs; and public relations programs.

STASHEFF, EDWARD. *See* LEVENSON—*Teaching Through Radio and Television.*

STERNER, ALICE P. *A Course of Study in Radio Appreciation.* New York. Educational and Recreational Guides. Rev. 1950.

A course outline for high school teachers of English. Contains 29 curriculum units in radio appreciation and TV.

TYLER, I. KEITH. *See* WOELFEL—*Radio and the School.*

WARREN, FRANK, M.D. *Television in Medical Education.* Chicago, Ill., American Medical Association, 1955.

Concise discussion well illustrated, concerning the television techniques used in producing well-planned medical telecasts.

WATKINS, RHODA, and FROST, EDA. *Your Speech and Mine.* Chicago, Lyons and Carnahan, rev., 1956.

Revised standard text includes greater emphasis on uses of radio, television, recordings, and sound films.

WITTICH, WALTER ARNO, *and* HANSON, GERTIE, *eds. Educators Guide to Free Tapes, Scripts, and Transcriptions.* Randolph, Wis., Educators Progress Service, 1955.

Includes detailed information on how to obtain these materials.

——— 2d ed., 1956.

Similar listings with substantial additions in each area.

——— *and* SCHULLER, CHARLES F. *Audio-Visual Materials,* 2d ed. New York, Harper & Bros., 1957.

A thorough treatment of standard audio-visual educational aids—their nature and use. A guide to the proper selection and use of materials and equipment. Includes a detailed discussion of TV in education.

WOELFEL, NORMAN *and* TYLER, I. KEITH. *Radio and the School.* Yonkers, N.Y., World Book Co., 1945.

Not merely a textbook for teachers and administrators, but rather a general volume on the education aspects of American radio.

Scripts and Plays

ARMER, ALAN *and* GRAUMAN, WALTER E. *Vest Pocket Theatre.* New York, Samuel French, 1955.

Contains 20 playlets from the NBC–TV program "Lights, Camera, Action": 10 melodramas, 5 comedies, 3 dramas, and 2 farces.

AXELROD, DONALD. *See* LASS—*Plays from Radio.*

BARNOUW, ERIK, *ed. Radio Drama in Action.* New York, Rinehart & Co., Inc., 1945.

A collection of 25 radio plays dealing with problems of a changing world. Leading dramatists in the field of public service are contributors, and the editor has written an introduction to each play along with production directions.

BAUER, W. W. *and* EDGLEY, LESLIE. *Your Health.* New York, E. P. Dutton & Co., 1939.

Contains selections of prize-winning scripts from a series on health education for junior and senior high schools designed to correlate the health program with other curricular subjects.

BENET, STEPHEN VINCENT. *They Burned the Books.* New York, Rinehart & Co., Inc., 1942.

Script of the program which NBC presented in 1942.

——— *We Stand United and Other Radio Scripts.* New York, Rinehart & Co., Inc., 1945.

This book of radio plays is the final volume of published works of the late Stephen Vincent Benet. These plays serve as models of writing for radio broadcasts.

BOYD, JAMES, *ed. The Free Company Presents.* New York, Dodd, Mead & Co., 1941.

A volume of 10 complete radio plays written by a group of America's outstanding writers. Valuable production notes are included.

BREDESON, LENORE, *ed. One Step Beyond.* New York, Citadel Press, 1960.

Stories from the psychic world, originally produced on the ABC-TV series, "One Step Beyond," are retold here for easy reading.

BRETZ, RUDY *and* STASHEFF, EDWARD. *Television Scripts for Staging and Study.* New York, A. A. Wyn, Inc., 1953.

Original director's scripts of outstanding telecasts; notes on staging, production, and program format; and a complete guide to creative camera techniques. Book includes 8 royalty-free scripts for workshop use.

BREWER, FRED A. *See* SKORNIA—*Creative Broadcasting.*

BURACK, A. S., *ed. Television Plays For Writers.* Boston, Mass., The Writer, Inc., Pub., 1957.

Eight TV plays with comments and analyses by the authors, all top TV writers. Their comments after each play constitute a practical course in planning, writing, and selling the TV script.

BYRNE, JOHN JOSEPH. *Great Composers: Six Radio Dramatizations.* New York, Benton & Bowles, Inc., 1942.

Radio scripts presented on *The Family Hour* and selected for school use by George H. Gartlan, Director of Music, Board of Education, New York City. Short biographical notes on the composers are included.

CARMER, CARL. *See* VAN DOREN—*American Scriptures.*

CHAYEFSKY, PADDY. *Television Plays.* New York, Simon & Schuster, Inc., 1955.

Contains the complete scripts of six of the author's plays—"The Bachelor Party," "Printer's Measure," "Holiday Song," "The Big Deal," "The Mother," and "Marty."

CONNERY, ROBERT H., *ed. The Land of the Free.* Washington, D.C., Catholic University Press, 1941.

Six 30-minute radio scripts by Richard McDonagh with "study club notes," questions, and selected bibliography. Also chapter on how to adapt the scripts for school use.

CORWIN, NORMAN. *Thirteen by Corwin.* New York, Henry Holt & Co., 1942.

A collection of 13 radio plays.

——— *More by Corwin.* New York, Henry Holt & Co., 1944.

Among the 16 radio dramas included in this volume are the justly famous *We Hold These Truths,* excerpts from the *This Is War* series, and others.

——— *On a Note of Triumph.* New York, Simon & Schuster, 1945.

Edited script of the famed CBS broadcast immediately after VE–Day.

——— *They Fly Through the Air.* Weston, Vt., Vrest-Orton, 1939.

A poetic radio drama based on the air raids on civilians during the Civil War in Spain, 1936–39.

——— *This Is War.* New York, Dodd, Mead & Co., 1942.

A collection of 13 radio plays about America on the march, as produced over the four major networks in 1942.

——— *Untitled and Other Radio Dramas.* New York, Henry Holt & Co., 1947.

Another compilation of 17 radio dramas by Corwin.

COWGILL, ROME. *See* KRULEVITCH—*Radio Drama Production.*

——— *See* KRULEVITCH—*Radio, Drama, Acting and Production.*

CUTHBERT, MARGARET. *Adventure in Radio.* New York, Howell, Soskin, 1945.

A book of selected scripts for young people, written by many of radio's best writers and intended for study and home practice.

DECKER, RICHARD G. *Plays for Our Time; Motion Pictures, TV, Radio.* New York, Oxford Book Co., 1959.

A collection from these media.

DUNLAP, ORRIN E., *Jr. Radio's 100 Men of Science.* New York, Harper & Bros., 1944.

Biographical narrative of pathfinders in electronics and television.

EATON, WALTER PRICHARD. *See* WELCH—*Yale Radio Plays: The Listeners' Theatre.*

EDGLEY, LESLIE. *See* BAUER—*Your Health.*

Educators Guide to Free Tapes, Scripts, and Transcriptions. Randolph, Wis., Educators Progress Service.

An annual list of free audio aids and scripts, with helpful suggestions on their purpose, nature, and uses in teaching situations.

EREKSON, R. B., *and* ZIEBARTH, E. W. *Six Classic Plays for Radio and How to Produce Them.* Minneapolis, Minn., Burgess Publishing Co., 1940.

Contains adaptations for radio of six classic plays as follows: Elizabethan Dramas: Macbeth and Othello; Social Problem Play; Camille; Realism and Naturalism; A Doll's House and The Cherry Orchard; Comedy: Lady Windemere's Fan. It also contains 36 pages of production notes. Glossary.

FEIGENBAUM, LAWRENCE H. *Radio and TV Plays.* New York, Globe Book Co., 1956.

FITELSON, H. WILLIAM, *ed. Theatre Guild on the Air.* New York, Rinehart & Co., Inc., 1947.

Twelve radio adaptations of famous stage plays. Introduction by radio writers describing problems of adaptation.

GARRIGUS, FREDERICK *and* JOHNSON, THEODORE, *eds. You're on the Air.* Boston, Baker's Plays, 1946.

A collection of 8 plays adapted for radio with individual production notes.

GASSNER, JOHN. *A Treasury of the Theatre.* New York, The Dryden Press, Inc., 1951.

An anthology of plays from Ibsen to Arthur Miller, with modern translations written in the idiom of our time.

GAVER, JACK, *and* STANLEY, DAVE, *eds. There's Laughter in the Air.* New York, Greenberg Publishers, Inc., 1945.

Twenty-one edited scripts of radio's top comedians and their best shows.

GLEASON, MARION N. *See* THORNE—*The Pied Piper Broadcasts.*

GOODMAN, ROBERT, *comp. and ed. Masterpieces for Radio and Declamation.* Portchester, N.Y., Liberty Publishing Co., 1943.

Includes national anthems of different countries, poems, stories, speeches, and letters for dramatic adaptation to radio.

GRANNAN, MARY. *Just Mary Stories.* Toronto, Ont., W. J. Gage & Co., Ltd., 1942.

A series of 13 original stories written especially for broadcasting to small children.

——— *Just Mary and Just Mary Again.* Toronto, Ont., W. J. Gage & Co., Ltd., 1942.

Combines original volume of *Just Mary Stories* and 16 additional stories for children, aged 5 to 7. All stories have been broadcast by the author over the Canadian Broadcasting Company.

——— *Maggie Muggins Stories.* Philadelphia, The John C. Winston Co., 1947.

A collection of the Canadian radio stories as broadcast by the author to her very young listeners.

GRAUMAN, WALTER E. *See* ARMER—*Vest Pocket Theatre.*

HACKETT, WALTER. *Radio Plays for Young People.* Boston, Mass., Plays, Inc., 1950.

A collection of radio script adaptations of stories from the usual junior and senior high school reading lists of great literature.

HENRY, ROBERT D. *and* LYNCH, JAMES M., *Jr. History Makers.* Evanston, Ill., Row, Peterson, & Co., 1941.

A series of 8 radio plays on the American story suitable for classroom use.

HODAPP, WILLIAM, *ed. Face Your Audience.* New York, Hastings House, 1956.

Audition readings for actors. Pronunciation guide of foreign names and titles. Audition materials include complete sketches, monologs, 2-character parts, a complete TV script, and others.

HUBER, LOUIS J. *Short Radio Plays.* Minneapolis, Minn., The Northwestern Press, 1938.

Nine short plays for radio. Royalty-free for noncommercial purposes.

IRWIN, LEE. *The School Radio Club.* Minneapolis, Minn., Northwestern Press, 1941.

Eleven scripts intended for use by high school students. Also contains directions for forming high school radio clubs or guilds.

JOHNSON, THEODORE. *See* GARRIGUS—*You're on the Air.*

JUNIOR LEAGUES, American Association of. Waldorf Astoria, New York, N.Y.

Scripts for children on royalty basis.

KAUFMAN, WILLIAM L., *ed. The Best Television Plays, 1950–51,* Vol. II. New York, Merline Press, Inc., 1952.

An anthology of authors' choices of most literate and interesting dramatic television scripts.

KOZLENKO, WILLIAM, *comp. American Scenes.* New York, The John Day Co.

A selection of 12 short plays suitable for performance by groups of high school level as edited by the compiler. Four of the 12 are suitable for radio production.

———*comp. 100 Nonroyalty Radio Plays.* New York, Greenberg Publishers, Inc., 1941.

Contains 100 plays written by many of our best-known radio writers. Some of the scripts are suitable for study, production, and reading.

KRULEVITCH, WALTER, *and* COWGILL, ROME. *Radio Drama Production.* New York, Rinehart & Co., Inc., 1946.

A handbook intended for the classroom workshop. Contains simple scripts with exercises designed to develop facility in elements of radio drama production. Text offers suggestions for procedure and background of production theory.

KINGSON, WALTER KRULEVITCH; *and* COWGILL, ROME. *Radio Drama Acting and Production.* New York, 1950.

A new edition of the handbook described above, with added text on the fundamentals of radio acting as well as exercise material.

LASS, A. H.; MCGILL, EARLE L.; *and* AXELROD, DONALD, *eds. Plays from Radio.* Boston, Mass., Houghton Mifflin, 1948.

Fourteen plays. Suggestions for casting and production. General discussion on radio production. Glossary.

LATHAM, JEAN LEE. *Nine Radio Plays.* Chicago, Dramatic Publishing Co., 1940.

Appropriate for Washington's and Lincoln's birthdays, Halloween, Thanksgiving, Christmas, Columbus Day, St. Valentine's Day, St. Patrick's Day, and Mother's Day.

LEE, ROBERT H. *See* SKORNIA—*Creative Broadcasting.*

LOMAX, ALAN. *See* LOMAX—*Folk Song, U.S.A.*

LOMAX, JOHN AVERY, *and* LOMAX, ALAN. *Folk Song, U.S.A.* New York, Duell, Sloan & Pearce, 1947.

A collection of the 111 best American ballads, as edited by Alan Lomax with Charles and Ruth Crawford Seeger as music editors.

LONGSTREET, STEPHEN. *See* OBOLER—*Free World Theatre.*

LYNCH, JAMES M., *Jr. See* HENRY—*History Makers.*

MACLEISH, ARCHIBALD. *The American Story.* New York, Duell, Sloan & Pearce, Inc., 1944.

Ten scripts from NBC's University of the Air. From the chronicles, narratives, letters, and pages written by those who saw part of the American record.

MALONE, DUMAS, *ed. The Jeffersonian Heritage.* Boston, Beacon Press, 1953.

A collection of the 13 half-hour radio scripts recorded under the same title by the National Association of Educational Broadcasters.

MCGILL, EARLE L. *See* LASS—*Plays from Radio.*

MORRIS, JAMES M. *Radio Workshop Plays.* New York, The H. W. Wilson Co., 1943.

An anthology of 26 radio plays written especially for radio. This is a revision and enlargement of the first volume published in 1940.

MOSEL, TAD. *Other People's Houses—Six Television Plays.* New York, Simon & Schuster, Inc., 1956.

A collection from some of television's best dramatic programs. The author's preface to each script indicates the goals a writer may strive for in this medium.

MURROW, EDWARD R. *This Is London.* New York, Simon & Schuster, 1941.

Selected from the weekly broadcasts from London during wartime.

NATIONAL EDUCATION ASSOCIATION. Washington, D.C., 1201 16th St. NW.

A collection of radio scripts suitable for school public relations programs; also specially written scripts each year for use during American Education Week.

OBOLER, ARCH. *Fourteen Radio Plays.* New York, Random House, Inc., 1940.

Fourteen original plays written especially for radio and produced by NBC. Foreword by Lewis H. Titterton.

——— *New Radio Plays.* New York, Random House, Inc., 1941.

A collection of plays from Mr. Oboler's weekly radio series.

——— *Oboler Omnibus: Radio Plays and Personalities.* New York, Duell, Sloan & Pearce, 1945.

Fourteen radio plays.

——— *Plays for Americans.* New York, Rinehart & Co., Inc., 1941 and 1942.

Thirteen nonroyalty radio plays concerning the American people during World War II.

——— *This Freedom.* New York, Random House, Inc., 1942.

Contains 13 original nonroyalty radio plays and an introduction by Mr. Oboler offering advice to aspiring radio actors and directors.

——— *and* LONGSTREET, STEPHEN, *eds. Free World Theatre.* New York, Random House, Inc., 1944.

Nineteen radio plays written especially to aid in the war effort.

OLYSON, LEWY. *Radio Plays from Shakespeare.* Boston, Mass., Plays Inc., 1958.

Ten radio plays adapted for royalty-free performance. Includes a section of production notes. Plays are: "A Midsummer Night's

Dream," "The Taming of the Shrew," "Much Ado About Nothing," "As You Like It," "The Tempest," "Romeo and Juliet," "Julius Caesar," "Hamlet," "Macbeth," "King Lear."

PARKER, KEN. *Parker's Television Plays.* Minneapolis, Minn., Northwestern University Press, 1954.

A collection of 8 original scripts and a special chapter on television production. Plays are copyrighted.

PRESCOTT, HERBERT, *ed.* *Radio Players' Scriptbook.* Portland, Maine, J. Weston Walch, 1949.

A collection of radio scripts carefully selected to be within the production and acting range of high school and college groups.

RADIO-TV SCRIPTS. New York. *Facts on File, 1955.*

A monthly collection of some of radio and television's outstanding program texts in the information field. Scripts were written for broadcast, or were transcripts of what was said extemporaneously.

ROSE, OSCAR, *ed.* *Radio Broadcasting and Television.* New York, H. W. Wilson Co., 1947.

A classified annotated review of nearly 1,000 books, articles, and pamphlets on radio and TV.

ROSE, REGINALD. *Seven Television Plays.* New York, Simon & Schuster, 1956.

Intimate dramas with strong characterizations and good, dramatic situations; for directors and actors in scene study and closed circuit TV laboratory work.

SETTEL, IRVING, *ed.* *Top TV Shows of the Year.* New York, Hastings House, 1955.

Complete scripts, comments, and background information on selected "best television programs of 1954." Formats include best comedy, drama, documentary, science, news, panel discussions, and women's and children's programs.

——— *and* SETTEL, TRUDY, adapted by. *The Best of Armstrong Circle Theatre.* New York, Citadel Press, 1959.

Three of television's most talked-about documentaries are rewritten for easy reading. Includes "The Dead Sea Scrolls"; "Junkie's Alley"; and "Thirty Days To Reconsider."

SKORNIA, H. J.; LEE, ROBERT H.; *and* BREWER, FRED A. *Creative Broadcasting.* New York, Prentice-Hall, Inc., 1950.

A practical text for beginners in radio writing. Each chapter concludes with pertinent questions and answers. Part II contains 12 scripts cleared for broadcast. Appendix includes list of books and glossary of radio terms.

STANLEY, DAVE. *See* GAVER—*There's Laughter in the Air.*

STASHEFF, EDWARD. *See* BRETZ—*Television Scripts for Staging and Study.*

SWING, RAYMOND. *In the Name of Sanity.* New York, Harper & Bros., 1946.

Raymond Swing's broadcasts in 1945 devoted to the implications of the release of atomic energy.

THORNE, SYLVIA *and* GLEASON, MARION N. *The Pied Piper Broadcasts.* New York, H. W. Wilson & Co., 1943.

A collection of 7 scripts produced originally over Station WHAM, Rochester, N.Y. Those responsible for planning programs for young children should welcome this addition to this field.

TOOLEY, HOWARD. Radio Guild Plays. Minneapolis, Minn., Northwestern Press, 1941.

A collection of radio scripts suitable for broadcast on special holidays and historical occasions.

VAN DOREN, CARL *and* CARMER, CARL. *American Scriptures.* New York, Boni & Gaer, 1946.

From the series of concerts of the Philharmonic Symphony Society of New York, May 1943–44.

VIDAL, GORE, *ed.* *Best Television Plays.* New York, Ballantine Books, 1956.

Complete scripts, including visual directions, by 8 television writers. Also brief biographies of the writers.

WATSON, KATHERINE WILLIAMS. *Once Upon a Time.* New York, H. W. Wilson Co., 1942.

Twenty-eight popular children's stories rewritten for radio broadcasting.

——— *ed.* *Radio Plays for Children.* New York, H. W. Wilson Co., 1947.

Twenty-six radio plays varying in length from 5 to 30 minutes. Author indicates grade levels and suggests how the plays can be used in classroom for simulated broadcasts.

WEAVER, WARREN, *ed. The Scientists Speak.* New York, Boni & Gaer, 1947.

A collection of talks on science during the intermissions of the New York Philharmonic concerts on CBS.

WEISER, NORMAN S. *The Writer's Radio Theatre, 1940–41.* New York, Harper & Bros., 1941.

Written by the drama critic of the *Radio Daily,* this book contains radio scripts selected as the best of the year.

——— *The Writer's Radio Theatre.* New York, Harper & Bros., 1942.

Ten outstanding radio scripts of the year and one television script.

WELCH, CONSTANCE, *and* EATON, WALTER PRICHARD. *Yale Radio Plays: The Listeners' Theatre.* Boston, Mass., Expression Co., 1940.

Thirteen radio plays written and produced by Yale University drama students over WICC.

WHITE, JAMES R. *Let's Broadcast.* New York, Harper & Bros., 1939.

Twelve one-act nonroyalty plays utilizing broadcast technique for home or junior high school use.

——— *Three-Way Plays.* New York, Harper & Bros., 1944.

Six nonroyalty 1-act plays and comedy sketches either for stage or radio.

WHITE, MELVIN R. *Radio and Assembly Plays.* Minneapolis, Minn., Northwestern Press, 1941.

A collection of five adaptations from literature with brief production notes.

——— *Radio Scripts for Practice and Broadcast.* Minneapolis, Minn., The Northwestern Press, 1950.

A workbook of articles and a collection of scripts selected for their usefulness to high school and college radio production groups. Intended as companion piece to Beginning Radio Production.

WILLIS, EDGAR E. *Foundations in Broadcasting.* New York, Oxford University Press, 1951.

A general history of radio and television with specifics on techniques of programing as they relate to each medium.

WISHENGRAD, MORTON. *The Eternal Light.* New York, Crown Publishers, 1947.

A collection of 26 of the radio scripts from the series *The Eternal Light,* as they were broadcast over NBC.

WRITERS GUILD OF AMERICA. *The Prize Plays of Television and Radio.* New York, Random House, 1956.

Foreword by Clifton Fadiman. The winners of the First Writers Guild Awards Contest are presented. Includes a wide variety of types of radio and TV scripts. Both amateurs and professionals will enjoy the readable selections by these 12 writers.

WYLIE, MAX. *Best Broadcasts of 1938–39.* New York, Whittlesey House, 1940.

An anthology of radio programs presented on all three major networks between January 1, 1938, and July 1, 1939. Suitable as a student guide to radio writing techniques.

——— *Best Broadcasts of 1939–40.* New York, Whittlesey House, 1940.

——— *Best Broadcasts of 1940–41.* New York, McGraw-Hill Book Co., Inc., 1942.

Talks by Roosevelt and Churchill. Scripts by Benet, Sherwood, and others.

ZIEBARTH, E. W. *See* EREKSON—*Six Classic Plays for Radio and How To Produce Them.*

Technical Aspects

ALBERT, ARTHUR LEMUEL. *Electrical Fundamentals of Communication,* 2d ed. New York, McGraw-Hill Book Co., Inc., 1952.

Presents fundamentals upon which telegraphy, telephony, and radio are based; also includes section on television.

ALGER, PHILIP L. *Mathematics for Science and Engineering.* New York, McGraw-Hill Book Co., Inc., 1957.

A reference book for the engineer on how to select, understand, and apply mathematical procedures to solution of specific problems.

ALMSTEAD, FRANCES E.; DAVIS, KIRKE E.; *and* STONE, GEORGE K. *Radio: Fundamental Principles and Practices.* New York, McGraw-Hill Book Co., 1944.

A technical book to be employed along with a good laboratory manual.

ANDERSON, L. T. *See* SHULTZ—*Experiments in Electronics and Communications Engineering.*

ANNER, GEORGE E. *Elements of Television Systems.* New York, Prentice-Hall, Inc., 1951.

A text for the advanced student of sending and receiving television apparatus.

Basic Standards for School Sound Systems. Washington 25, D.C., U.S. Office of Education.

One of a series of reports prepared by the Joint Committee on Standards for School Audio Equipment giving general information on the selection, installation, and utilization of school audio equipment.

——— *Classroom Radio Receivers.*

The third in the series dealing with receivers for the classroom. Also contains chapter suggesting utilization procedures.

——— *School Sound Recording and Playback Equipment.*

The second in the above-mentioned series dealing with recording and playback equipment.

BEGUN, S. J. *Magnetic Recording.* New York, Murray Hill Books, Inc., 1949.

Beginning with the history and theory of magnetic recording, this book gives in considerable detail an analysis of modern equipment.

BOYCE, WILLIAM F. *Fundamentals of Color Television.* Indianapolis, Ind., Howard W. Sams & Co., Inc., 1954.

Prepared to assist those interested in teaching aspects of television to understand color television without pronounced reference to mathematics.

BRITTIN, F. L. *Radio, Television, and Electronics Handbook.* Chicago, Popular Mechanics Press, 1950.

A book on radio-electronics as it applies to everyday life. Contains latest developments as well as basic fundamentals in radio, TV, and electronics.

CHINN, HOWARD. *Television Broadcasting.* New York, McGraw-Hill Book Co., Inc., 1953.

A comprehensive guide to technical aspects of television broadcasting. Has no mathematics beyond arithmetic. Presented as a reference to readers already in television or as self-training for radio engineers interested in television.

CHIPPE, R. D. *See* MAYERS—*Closed Circuit TV System Planning.*

CORBETT, THOMAS E. *New Directions for Television.* Pleasantville, N.Y., The Brownlee Publishing Co., 1949.

An analysis of what is involved in operating a metered television system and its effect upon motion pictures, sports, radio, advertising, etc.

DAVIS, KIRKE E. *See* ALMSTEAD—*Radio: Fundamental Principles and Practices.*

DOME, ROBERT B. *Television Principles.* New York, McGraw-Hill Book Co., Inc., 1951.

A treatise on principles of all stages of television transmission and reception. Helpful to radio engineers who want a better understanding of more specialized fields of television engineering.

DORF, RICHARD H. *See* KAMEN—*TV Master Antenna Systems.*

DOUNDOULAKIS, GEORGE. *See* KAMEN—*Scatter Propagation: Theory and Practice.*

DREW, CHARLES EDWARD. *How To Pass Radio License Examinations.* 2d ed., New York, J. Wiley & Sons, Inc., 1944.

Discusses basic radio laws, theory, and practice. Presents questions and answers to examinations of all classes of radio operators.

DULL, RAYMOND *and* DULL, RICHARD. *Mathematics for Engineers,* 3d ed. New York, McGraw-Hill Book Co., Inc., 1951.

A reference source for engineers. Explains the use of the slide rule for various types of computation.

EBY, G. S. *See* WATSON—*Understanding Radio.*

EMERY, WILLIS L. *Uultra-High Frequency Radio Engineering.* New York, The Macmillan Co.

An explanation of principles and applications for those who construct or operate modern ultra-high frequency equipment.

ENNES, HAROLD E. *Broadcast Operators Handbook.* New York, John F. Rider Pub., Inc. (2d printing 1949).

A treatise on controlroom operation for broadcast technicians together with preventive maintenance instructions.

——— *Principles and Practices of Telecasting Operations.* Indianapolis, Ind., Howard W. Sams & Co., 1953.

Gives basic technical background on transmitter and studio operations as well as on cameras and their components.

FEDERAL COMMUNICATIONS COMMISSION. *Standards of Good Engineering Practice Concerning FM Broadcast Stations, 1945.* (Rev. to January 1950.)

FINK, DONALD G. *Television Engineering,* 2d ed. New York, McGraw-Hill Book Co., Inc., 1952.

Prepared to enable the technician to make the transition from radio to television engineering. Knowledge of elementary principles of vacuum tube circuits and processes of amplification, modulation, carrier transmission, and demodulation is assumed.

FISCHER, BERNARD. *Radio and Television Mathematics.* New York, The Macmillan Co., 1950.

A reference work for the technician in constructing and servicing radio, television, and other equipment. Also a textbook for teachers, students, and amateurs.

——— *and* JACOBS, HERBERT. *Elements of Mathematics for Radio, Television, and Electronics.* New York, The Macmillan Co., 1954.

A methodical course in basic mathematics in radio-television. Primarily a classroom text, but may be used in home study.

FOWLER, KENNETH *and* LIPPERT, HAROLD B. *Television Fundamentals.* New York, McGraw-Hill Book Co., Inc., 1953.

A basic text, dealing with basic TV-receiver circuitry.

FRAYNE, JOHN G., *and* WOLFE, HALLEY. *Elements of Sound Recording.* New York, John Wiley & Sons, Inc.

Detailed coverage of those subjects peculiarly belonging to sound recording and reproduction with brief reference to such related subjects as electrochemical analogies, acoustics, vacuum tubes, and audio amplifiers.

GHIRARDI, ALFRED A., *and* JOHNSON, J. RICHARD. *Radio and Television Receiver Circuitry and Operation.* New York, Rinehart & Co., Inc., 1951.

Primarily written for use as a text in radio and television servicing courses of technical schools. Emphasis is on basic principles of receiver circuitry and operation.

GOLDMAN, STANFORD. *Frequency Analysis Modulation and Noise.* New York, McGraw-Hill Book Co., 1948.

A mathematical text dealing with radio engineering.

GORDER, L. O., *ed. A Dictionary of Radio Terms.* Chicago, Allied Radio Corporation, 1946.

Miniature encyclopedia with more than 800 commonly used terms in radio and electronics.

GOVERNMENT SERVICE DEPARTMENT, RCA SERVICE COMPANY. *Closed Circuit Television Systems, Color and Monochrome.* RCA Service Company, Camden, N.J., 1958.

A source of information on what closed circuit TV is, how it works, and what it can do. Part I is devoted to monochrome; Part II deals with color; and Part III illustrates present closed circuit systems.

GROB, BERNARD. *Basic Television: Principles and Servicing,* 2d ed. New York, McGraw-Hill Book Co., Inc., 1954.

A comprehensive text in TV for radio servicemen, requiring only simple algebra for comprehension of operating principles of receivers.

——— *Basic Electronics.* New York, McGraw-Hill Co., Inc., 1959.

A complete text for a basic training course in radio, television, and industrial applications of electronic circuits.

HAPPELL, GEORGE E. *and* HESSELBERTH, WILFRED M. *Engineering Electronics.* New York, McGraw-Hill Book Co., Inc., 1953.

A text for a beginning course in electronics for the electrical engineering student.

HAYNES, N. M. *Elements of Magnetic Tape Recording.* Englewood Cliffs, N.J., Prentice-Hall, Inc., 1957.

An explanation of electronic, magnetic, and mechanical aspects of magnetic tape recording, with special attention to maintenance requirements for optimum performance. Simplified circuit diagrams and illustrations.

HELT, SCOTT. *Practical Television Engineering*, 2d ed. New York, Rinehart & Co., Inc., 1953.

Detailed treatment of TV engineering, covering basic TV receiver and transmitter circuitry and operation and television broadcasting techniques.

HENNEY, KEITH *and* RICHARDSON, GLEN A. *Principles of Radio*, 6th ed. New York, John Wiley & Sons, Inc., 1952.

Fundamentals of basic radio circuits with step-by-step examples of the more difficult types of computations. Also contains chapter on FM, television, radar, and wave-shaping circuits.

HESSELBERTH, WILFRED M. *See* HAPPELL—*Engineering Electronics.*

How To Make Good Recordings. New York, Audio-Devices, Inc., 1945. Rev. 1948.

A nontechnical, illustrated book on how to choose a recorder, its functions, and how to operate it.

HUDSON, RALPH G. *An Introduction to Electronics.* New York, The Macmillan Co., 1945.

An explanation in simple terms of the science of electronics and its modern applications.

JACOBS, HERBERT. *See* FISCHER—*Elements of Mathematics for Radio, Television, and Electronics.*

JOHNSON, J. RICHARD. *Television—How It Works*, 2d ed. New York, John F. Rider Publisher, Inc., 1956.

A simply written and well illustrated book directed to the service technician, the TV student, the experimenter, or the hobbyist, and designed to explain basic TV-receiver theory, design, and maintenance.

——— *See* GHIRARDI—*Radio and Television Receiver Circuitry and Operation.*

KAMEN, IRA *and* DORF, RICHARD H. *TV Master Antenna Systems.* New York, John F. Rider Publisher, Inc., 1952.

Installation, maintenance, usage, manufacture, and merchandising of television master antenna systems.

——— *and* DOUNDOULAKIS, GEORGE. *Scatter Propagation: Theory and Practice.* Indianapolis, Ind.: Howard W. Sams & Co., Inc., 1956.

A digest of currently accepted theory and practice in beyond-the-horizon transmission and reception, simply written and well illustrated.

KIVER, MILTON S. *Introduction to UHF Circuits and Components.* New York, D. Van Nostrand Co., Inc., 1955.

An up-to-date handbook for technicians, amateurs, and "Hams."

KRAUS, JOHN D. *Antennas.* New York, McGraw-Hill Book Co., Inc., 1955.

Presents basic theory of antennas with emphasis on engineering applications. Material is suitable for use at college senior or first-year graduate level; also reference book for engineers and scientists.

LEWIS, PHILIP. *See* LEWIS—*Educational Television Guidebook.*

LIPPERT, HAROLD B. *See* FOWLER—*Television Fundamentals.*

LYTEL, ALLAN. *TV Picture Projection and Enlargement.* New York, John F. Rider Publisher, Inc., 1949.

An illustrated book for the television serviceman dealing with the optical systems employed in television receivers with emphasis on projection types.

MCNICOL, DONALD. *Radio's Conquest of Space.* New York, Rinehart & Co., Inc., 1946.

A stimulating and informative record of radio's development.

MANDL, MATTHEW. *Mandl's Television Servicing.* New York, The Macmillan Co., 1952.

A text for radio servicemen entering the field of television servicing and for others with similar technical training. Includes a master index to common television troubles.

——— *Handbook of Basic Circuits.* New York, The Macmillan Co., 1956.

A single reference combining comprehensive coverage of the major circuits with detailed information on TV, FM, and AM.

MARCUS, A. *and* MARCUS, WILLIAM. *Elements of Radio*, 2d ed. New York, Prentice-Hall, Inc., 1948.

A revised edition of the 1943 publication which provides the beginner with a simplified, complete study course in the fundamentals of radio operation. No advanced knowledge of physics or mathematics is necessary. It includes a new section on radar and television and a special chapter on modern radio receivers.

MARCHAND, NATHAN. *Frequency Modulation.* New York, Murray Hill Books, Inc., 1948.

Comprehensive treatment of the basic principles of FM. Designed primarily for use by the serviceman, technician, and the amateur radio operator in developing skills for handling installations and maintenance of equipment.

MARSHALL, ROBERT *and* MARSHALL, MARY. *Your Tape Recorder: How to Select One and Get the Most Out of It.* New York, Greenberg, 1955.

An easy-to-read guide giving fundamentals of tape recording and specific suggestions for use.

MARSHALL, SAMUEL L. *TV Installation Techniques.* New York, John F. Rider Publisher, Inc., 1950.

A guide for the TV installation technician. Illustrated.

MAYERS, MORRIS A. *and* CHIPPE, RODNEY D. *Closed Circuit TV System Planning.* New York, John F. Rider Publisher, Inc., 1957.

Authoritative source for those planning and evaluating closed circuit TV systems in industry, education, etc.

MOIR, JAMES. *High Quality Sound Reproduction.* New York, The Macmillan Co., 1958.

Discusses the nature of sound. Graphic information, simplicity of style, and illustrations and diagrams make the book of interest to the average "Hi-Fi" enthusiast or classroom teacher.

NOLL, EDWARD M. *Television for Radiomen.* Indianapolis, Ind., Paul H. Wendel Pub. Co.

A reference notebook on color television for experimenters, hobbyists, and TV servicemen.

——— *UHF Television and UHF–VHF Tuners.* Indianapolis, Ind., Paul H. Wendel Pub. Co., 1951.

Of special interest to board of education maintenance technicians responsible for servicing classroom sets. Useful for comparative studies of operating and performance characteristics.

——— *and* MANDL, MATTHEW. *Television and FM Antenna Guide.* New York, The Macmillan Co., 1951.

An antenna textbook and a practical guide to the many antenna problems encountered by television technicians.

NOLL, EDWARD M. *Television for Radiomen.* 3d ed. New York, The Macmillan Co., 1955.

A guide to construction, operation, and servicing. A study of television for radio servicemen, the radio amateur, and technical school students.

——— *Closed Circuit and Industrial Television.* New York, The Macmillan Co., 1956.

Authoritative book on closed circuit transmission, the camera tubes and circuits, amplifier systems, generators, etc. Illustrated.

OSTERHELD, WILLIAM. *See* SLURZBERG—*Essentials of Television.*

PREISMAN, ALBERT. *Graphical Constructions for Vacuum Tube Circuits.* New York, McGraw-Hill Book Co., Inc., 1943.

Designed to fill a gap in the literature on vacuum tubes, viz, graphical constructions.

Radio Amateur's Handbook, The. West Hartford, Conn., American Radio Relay League. Annually 1928 to present.

Deals with various phases of radio communication problems, stressing present practices for the amateur, and describing new equipment in all categories.

Radio Amateur's License Manual, American Radio Relay League, West Hartford, Conn., 1951.

A completely revised edition of the standard guide to be used in preparation for the FCC amateur license examination.

READ, OLIVER. *The Recording and Reproduction of Sound.* 2d ed. Indianapolis, Ind., Howard W. Sams & Co., Inc., 1952.

A comprehensive text and reference work, covering the entire sound-recording and sound-reproducing process.

REED, HENRY R., *and* RUSSELL, CARL M. *Ultra-High Frequency Propagation.* New York, John Wiley & Sons, Inc., 1953.

A basic text on general aspects of propagation and meteorological theory, transmission-path variables and operating-frequency characteristics.

RICHARDSON, GLEN A. *See* HENNEY—*Principles of Radio,* 6th ed.

RIDER, JOHN F., *ed. Television—How It Works.* New York, John F. Rider, Publishing, Inc., 1951.

Develops a familiarity with television. Explains the operation of television receivers for the technician.

RUSSELL, CARL M. *See* REED—*Ultra-High Frequency Propagation.*

RYDER, JOHN D. *Engineering Electronics.* New York, McGraw-Hill Book Co., Inc., 1957.

A comprehensive work on the fundamental non-radio areas of electronics. Includes new material on frequency response of amplifiers.

SAUNDERS, A. C. W. *Notebook.* Indianapolis, Ind., Paul H. Wendel Pub. Co.

A technician's notebook treating 20 basic parts of a television receiver and the essentials for rapid servicing by circuit analysis.

SHULTZ, E. H. *and* ANDERSON, L. T. *Experiments in Electronics and Communications Engineering.* New York, Harper & Bros., 1943.

Laboratory guide for communication engineering students. Contains more than 100 experiments ranging from simple direct current measurements to complete video amplifiers, radio receivers, radio transmitters, antenna systems, and microwave equipment.

SLURZBERG, MORRIS; OSTERHELD, WILLIAM *and* VOEGTLIN, ELMO N. *Essentials of Television.* New York. McGraw-Hill Book Co., Inc., 1956.

A comprehensive work, designed to bridge the gap between theory and actual operation of the television receiver.

SPANGENBERG, KARL R. *Fundamentals of Electron Devices.* New York, McGraw-Hill Book Co., 1957.

A book for the advanced student of communications electronics.

SPINRAD, LEONARD. *Closed Circuit Data Book.* New York, Leonard Spinrad, 1955.

A directory on the closed circuit field. Includes rates, available cities for black and white and color, labor unions in the field, and a description of the various types of closed circuit operations.

STEWART, W. EARL. *Magnetic Recording Techniques.* New York, McGraw-Hill Book Co., Inc., 1958.

A guide to the technology and practices of magnetic recording.

STONE, GEORGE K. *See* ALMSTEAD—*Radio: Fundamental Principles and Practices.*

STURLEY, K. R. *Frequency-Modulated Radio.* New York, The Macmillan Co., 1957.

This work explains the frequency-modulation system of radio transmission, and the design requirements and operating principles of FM receivers.

TALL, JOEL. *Techniques of Magnetic Recording.* New York, The Macmillan Co., 1958.

An explanation of the development of magnetic recording, and its present-day applications, including television-program recording.

TUCKER, DURWARD. *Introduction to Practical Radio.* New York, The Macmillan Co., 1945.

A reference for the practicing radio engineer and technician.

UPTON, MONROE. *Electronics for Everyone.* New York, The Devin-Adair Co., 1954.

The story of electricity in action; television, color television, radio radar, hi-fi, etc.—what they are and how they work.

VOEGTLIN, ELMO N. *See* SLURZBERG—*Essentials of Television.*

WALKER, R. C. *Electronic Equipment and Accessories.* Brooklyn, N.Y., Chemical Publishing Co., Inc., 1945.

Specific information on the various applications of electronic devices with illustrative examples of many uses outside the field of telecommunication.

WATSON, HERBERT M.; WELCH, HERBERT E.; *and* EBY, GEORGE S. *Understanding Radio,* 2d ed. New York, McGraw-Hill Book Co., Inc., 1951.

A revision of the original text for beginners with eight new chapters and revised illustrations.

WELCH, H. E. *See* WATSON—*Understanding Radio.*

WELLMAN, WILLIMA R. *High Fidelity.* New York, D. Van Nostrand Co., Inc., 1955.

An introductory work that should help to take some of the mystery out of "Hi-Fi" for teachers concerned with developing music appreciation.

WOLFE, HALLEY. *See* FRAYNE—*Elements of Sound Recording.*

ZWORYKIN, V. K.; RAMBERG, E. G.; *and* FLORY, L. E. *Television in Science and Industry.* New York, John Wiley & Sons, Inc., 1958.

A technical survey of the various industrial applications of TV, and of the use of closed circuit systems for scientific research, in education, commerce, and military situations. Details of the engineering of these systems are presented.

Periodicals

Advertising Age. Weekly Advertising Publications, Inc. 200 East Illinois Street, Chicago 11, Ill.

Audiocraft, Audiocom, Inc., The Publishing House, Great Barrington, Mass.

Audio-Visual Communication Review, Department of Audio-Visual Instruction (DAVI), National Education Association, 1201 16th Street NW., Washington 6, D.C.

Audio-Visual Guide, Monthly September to May. Educational and Recreational Guides, Inc., 172 Renner Avenue, Newark, N.J.

Audio-Visual Instruction. Monthly. Department of Audio-Visual Instruction (DAVI), National Education Assn., 1201 16th Street NW., Washington 6, D.C.

Better Broadcasts Newsletter, American Council for Better Broadcasts, 423 Pinckney, Madison, Wis.

Billboard, The Weekly. 2160 Patterson Street, Cincinnati, Ohio.

Broadcasting. Weekly. Broadcasting Publications, Inc., 1735 DeSales Street NW., Washington 6, D.C.

CQ-The Radio Amateur's Journal. Monthly. 67 West 44th Street, New York 36, N.Y.

Economist. Economist Newspaper Ltd., 22 Ryder Street, St. James, London SWI.

Educational Screen and Audio-Visual Guide. Monthly. 2000 Lincoln Park, West Building, Chicago 14, Ill.

Educational Television Factsheet. Monthly. Joint Council on Educational Television, 1785 Massachusetts Ave. NW., Washington 6, D.C.

Educational Television News, Committee on Television, American Council of Education, Washington 6, D.C.

Electronic Design. Monthly. Hayden Publishing Co., 19 East 62d Street, New York 21, N.Y.

Electronics. Monthly. McGraw-Hill Book Co., 330 West 42d Street, New York 36, N.Y.

Federal Communications Bar Journal. Federal Communications Bar Association, Dupont Circle Building, Washington 8, D.C.

Film and AV World. Ver Halen Publishing Co., 6327 Santa Monica Boulevard, Hollywood 38, Calif.

High Fidelity. Bimonthly. Audiocom, Inc., Publishing House, Great Barrington, Mass.

Instructional Materials. Monthly. Department of Audio-Visual Instruction (DAVI), National Education Association, 1201 16th Street NW., Washington 6, D.C.

Journal of Broadcasting. Quarterly. Association for Professional Broadcasting in Education, Los Angeles, Calif.

The Journal of Communication. Quarterly. The National Society for the Study of Communication, Michigan State College, East Lansing, Mich.

The Listener. British Broadcasting Corp., Broadcasting House, London W–1.

MART. Bimonthly. Caldwell-Clements, Inc., 480 Lexington Avenue, New York 17, N.Y.

NAEB Newsletter. Monthly. National Association of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill.

Inside Channels. National Educational Radio-Television Center, 10 Columbus Circle, New York 19, N.Y.

The Newsletter. Monthly. Bureau of Educational Research, Ohio State University, Columbus 10, Ohio.

Proceedings of the I.R.E. Monthly. Institute of Radio Engineers, Inc., 1 East 79th Street, New York 21, N.Y.

Public Opinion Quarterly. Princeton University Press, Princeton, N.J.

Quarterly of Film, Radio, and Television, University of California Press, Berkeley, Calif.

Quarterly Journal of Speech. Speech Association of America. Louisiana State University, Baton Rouge 3, La.

QST. Monthly. American Radio Relay League Inc., 38 LaSalle Road, West Hartford 7, Conn.

Radio and Television News. Monthly. Ziff-Davis, publisher. 99 Hudson Street, New York 13, N.Y.

Radio Communication. Monthly. 264 Main Street, Great Barrington, Mass.

RCA Educational TV News. Radio Corporation of America, Camden, N.J.

Radio Electronics. Monthly. 25 West Broadway, New York 7, N.Y.

Radio-Television Daily. Radio-TV Daily Corp., 1501 Broadway, Great Barrington, Mass.

Scholastic Teacher. Scholastic Publications. 33 West 42d Street, New York 36, N.Y.

Teaching Tools. The Ver Halen Publishing Co., 6327 Santa Monica Boulevard, Hollywood 38, Calif.

Telecommunications Reports. 1208 National Press Building, Washington 4, D.C.

Television Digest; with Electronic Reports. Weekly. Radio News Bureau, Wyatt Building, Washington 5, D.C.

Title VII—News and Reports. Occasional U.S. Department of Health, Education and Welfare, Office of Education, Washington, D.C.

TV Guide. Weekly. Triangle Publications, Inc., 400 North Broad Street, Philadelphia, Pa.

TV and Movie Screen. Bimonthly. Sterling Corp., New York, N.Y.

TV-News Magazine of the TV World. Monthly. The Ver Halen Publishing Co., 6327 Santa Monica Boulevard, Hollywood, Calif.

TV Stage. Bimonthly. Sterling Group, New York, N.Y.

Tide. Semimonthly. Tide Publishing Co., Inc., 232 Madison Avenue, New York, N.Y.

Variety. Weekly. Variety, Inc., 154 West 46th Street, New York 36, N.Y.

Sources of General Information

ALPHA EPSILON RHO, Honorary Radio-TV Fraternity. Executive Secretary: Cal Watson, Station KWSC, Pullman, Wash.

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN, 1634 Eye Street NW., Washington, D.C.

AMERICAN BROADCASTING COMPANY, 7 West 66th Street, New York 23, N.Y.

AMERICAN COUNCIL FOR BETTER BROADCASTS, 423 North Pinckney Street, Madison, Wis.

AMERICAN COUNCIL ON EDUCATION, EDUCATIONAL TELEVISION COMMITTEE, 1785 Massachusetts Avenue NW., Washington 6, D.C.

AMERICAN LIBRARY ASSOCIATION, 50 East Huron Street, Chicago, Ill. Executive Secretary: David H. Clift.

AMERICAN MEDICAL ASSOCIATION, 535 North Dearborn Street, Chicago, Ill.

AMERICAN RECORD COLLECTOR'S EXCHANGE, 825 Seventh Avenue, New York 19, N.Y.

AMERICAN WOMEN IN RADIO AND TELEVISION, 75 East 55th Street, New York 22, N.Y.

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION, NATIONAL ASSOCIATION OF BROADCASTERS, 1771 N Street NW, Washington 6, D.C.

ASSOCIATION OF JUNIOR LEAGUES OF AMERICA, Radio-TV Consultant: Kay Bailly, Waldorf-Astoria Hotel, New York, N.Y.

CANADIAN BROADCASTING CORPORATION, 140 Wellington Street, Ottawa, Ontario.

CHILDREN'S READING SERVICE, 106 Beekman Street, New York 38, N.Y.

COLUMBIA BROADCASTING SYSTEM, 485 Madison Avenue, New York 22, N.Y.

DIVISION OF AUDIO-VISUAL INSTRUCTION, NATIONAL EDUCATION ASSOCIATION, 1201 16th Street NW, Washington 6, D.C.

EDUCATIONAL FACILITIES LABORATORIES, INC., 477 Madison Avenue, New York, 22, N.Y. President: Harold B. Gores.

EDUCATIONAL SERVICES, 1730 Eye Street NW, Washington 6, D.C.

ELECTRONICS INDUSTRIES ASSOCIATION, 1721 De Sales Street, NW., Washington 6, D.C. Executive Vice President: James D. Secrest.

ENRICHMENT MATERIALS, INC., 246 Fifth Avenue, New York 1, N.Y.

FORD FOUNDATION: OFFICE OF REPORTS, 477 Madison Avenue, New York 22, N.Y.

FUND FOR THE ADVANCEMENT OF EDUCATION, 655 Madison Avenue, New York 21, N.Y. President: Clarence H. Faust.

GIRL SCOUTS OF AMERICA, 155 East 44th Street, New York 17, N.Y. Radio-Television Director: Natalie Flatow.

INTERCOLLEGIATE BROADCASTING SYSTEM, President: George Abraham, 3107 Westover Drive SE, Washington 20, D.C.

JOINT COUNCIL ON EDUCATIONAL TELEVISION, 1785 Massachusetts Avenue NW, Washington 6, D.C.

LEARNING RESOURCES INSTITUTE, 680 Fifth Avenue, New York 19, N.Y. President: John E. Ivey, Jr.

MIDWEST COUNCIL ON AIRBORNE TV INSTRUCTION, Memorial Center, Purdue University, Lafayette, Ind. President: John E. Ivey, Jr.

NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION, 882 Victoria Avenue, Los Angeles 5, Calif.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, 1119–21 Dupont Circle Building, Washington, D.C. William G. Harley, President.

NATIONAL ASSOCIATION OF BROADCASTERS, 1771 N Street NW, Washington 6, D.C.

NATIONAL BROADCASTING COMPANY, RCA Building, 30 Rockerfeller Plaza, New York 10, N.Y.

NATIONAL CONGRESS OF PARENTS AND TEACHERS, 600 South Michigan Boulevard, Chicago, Ill.

NATIONAL DEFENSE EDUCATION ACT, TITLE VII, Educational Media Branch, U.S. Office of Education, Washington 25, D.C. C. Walter Stone, Director.

NATIONAL EDUCATION ASSOCIATION, 1201 16th Street NW, Washington 6, D.C.

NATIONAL EDUCATIONAL TELEVISION AND RADIO CENTER, 10 Columbus Circle, New York 19, N.Y. President, John F. White.

NET FILM SERVICE, UNIVERSITY OF INDIANA, Bloomington, Ind.

OFFICE OF EDUCATION, U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE, Washington 25, D.C. Educational Media Branch. Director: C. Walter Stone.

PRECEDING PAGE BLANK-NOT FILMED

Index

A

ABC of Film and Television Working Terms, 20
Acting Is a Business, 18
Ad Man Ad-Libs on TV, An, 4
Administering Audio-Visual Services, 22
Adventure in Radio, 27
Advertising Agency Practice, 4
Advertising and Business Side of Radio, The, 8
Advertising Copy and Communication, 3
Advertising Media, 1
Advertising Media, 2
Age of Television, The, 1
All About Radio and Television, 4
All Children Listen, 4
All-Media Evaluation Study, 12
American Radio, The, 13
American Scenes, 28
American Scriptures, 30
American Story, The, 29
Analysis of the Radio Broadcasting Activities of the Federal Agencies, 4
Announcer's Handbook, The, 17
Antennas, 34
Audio-Visual Aids to Instruction, 24
Audio-Visual Bibliography, 24
Audio-Visual Equipment Directory, 25
Audio-Visual Handbook, The, 22
Audio-Visual Instructional Materials Manual, 21
Audio-Visual Materials, 26
Audio-Visual Materials and Devices, 23
Audio-Visual Materials and Techniques, 23
Audio-Visual Materials for Teaching Reading, 23
Audio-Visual Methods in Teaching, 22
Audio-Visual Reader, The, 23
Audio-Visual Teaching Techniques, 24
Audio-Visual Techniques, 21
Auditioning for TV, 1

B

Basic Electronics, 33
Basic Standards for School Sound Systems, 32
Basic Television: Principles and Servicing, 38
Beginning Radio Production, 20
Beginning Television Production, 13
Best Broadcasts of 1938–39, 31
Best Broadcasts of 1939–40, 31
Best Broadcasts of 1940–41, 31
Best of Armstrong Circle Theatre, The, 30
Best Television Plays, 30
Best Television Plays, 1950–51, The, 28
Bibliography on Educational Broadcasting, 22
Book of Little Knowledge; More Than You Want To Know About TV, The
BBC Yearbooks, 2
British Broadcasting, 9
British Broadcasting in Transition, 9
Broadcast Operators Handbook, 33
Broadcasting in America, 4
Broadcasting Music, 18
Broadcasting Projects: Radio and Television, A Manual for the Student, 3
Broadcasting: Radio and Television, 3
Broadcasting: Radio and Television, A Manual for the Student, 3
Broadcasting Television and Radio, 18
Broadcasting Yearbook, 2

C

Can Radio Listening Be Taught?, 14
Canada's Farm Radio Forum, 9
Children and Television, 4
Children's Reactions to Radio Adaptations of Juvenile Books, 25
Classroom Radio Receivers, 32
Clear Channels, 14
Closed Circuit and Industrial Television, 35
Closed Circuit Data Book, 36
Closed Circuit TV in Teacher Education, 24
Closed Circuit Television Systems, Color and Monochrome, 33
Closed Circuit TV System Planning, 35
College Teaching by Television, 21
Communication, 5
Communication of Ideas, The, 2
Communications and Economic Development, 5
Communications in Modern Society, 10
Communications Research, 1948–1949, 6
Controlling Broadcasting in Wartime, 4
Course of Study in Radio Appreciation, A, 25
Creative Broadcasting, 25, 30
Criteria for Children's Radio Programs, 10, 22

D

Dangerous Words, 14
Designing for TV, 20
Development of the Control of Advertising on the Air, The, 4
Dictionary of Radio Terms, A, 33
Directory of College Courses in Radio and Television, 21
Discussion of Radio, A, 1
Drama on the Air, 18
Dunlap's Radio and Television Almanac, 3

E

Eavesdropper at Large, 16
Editor News Letter, 12
Education by Radio—School Broadcasting, 2
Education on the Air, 7, 24, 25
Education on the Air, 9

Educational Television Guidebook, 24
Educational Television—Local Program Survey, 1952–53, 21
Educational Teleguide, 22
Educators' Guide to Free Tapes, Scripts, and Transcriptions, 22
Educators Progress Service, 22
Effective Advertising, 5
Effective Radio Speaking, 17
Effects of Mass Media, The, 6
Electrical Fundamentals of Communication, 31
Electronic Equipment and Accessories, 36
Electronics for Everyone, 36
Elements of Magnetic Tape Recording, 33
Elements of Mathematics for Radio, Television, and Electronics, 33
Elements of Radio, 34
Elements of Sound Recording, 33
Elements of Television Systems, 32
Engineering Electronics, 33, 36
Essentials of Television, 36
Eternal Light, The, 31
Experiments in Electronics and Communications Engineering, 36
Experiments on Mass Communication, 5

F

Face Your Audience, 28
Facsimile, 6
Facts on File, 1955, 30
Federal Communications Commission, 3
First Freedom, The, 3
First Quarter-Century of American Broadcasting, The, 11
FM for Education, 22
Folk Song, U.S.A., 29
Foundations for Teacher Education in Audio-Visual Instruction, 24
Foundations in Broadcasting, 14, 31
Four Theories of the Press, 11
Four Years of Progress in Educational Television, 23
Fourteen Radio Plays, 29
Free Company Presents, The, 26
Free World Theatre, 29
Freedom of Speech by Radio and Television, 11
Frequency Analysis Modulation and Noise, 33
Frequency-Modulated Radio, 36
Frequency Modulation, 35
Fundamentals of Color Television, 32
Fundamentals of Electron Devices, 36
Fundamentals of Writing for Radio, 15
Future of Television, The, 3

G

Graphical Constructions for Vacuum Tube Circuits, 35
Great Audience, The, 10
Great Composers: Six Radio Dramatizations, 27
Groups Tune In, The, 5
Guide to Audio-Visual Materials for Elementary School Social Studies, 23
Guide to Radio-TV Writing, A, 15

H

Handbook of Basic Circuits, 34
Handbook of Broadcasting, 1
Handbook of TV and Film Technique, The, 16
Here Is Television—Your Window to the World, 5, 17
Hidden Persuaders, The, 9
High Fidelity, 37
High Quality Sound Reproduction, 35
History Makers, 28
How To Announce for Radio and Television, 18
How To Direct for Television, 18
How To Get Into Television, 12
How To Judge a School Broadcast, 22
How To Make Good Recordings, 34
How To Pass Radio License Examinations, 32
How To Speak and Write for Radio, 18
How To Write for Television, 18
How To Write Television Comedy, 19

I

I Looked and I Listened, 4
Image Industries, The, 7
Image Merchants, The, 10
In One Ear, 11
In the Name of Sanity, 30
Interaction in Learning: Implications for Television, 24
International Animated Film, 23
Interpreting the Church Through Press and Radio, 14
Introduction to Electronics, An, 34
Introduction to Mass Communications, 3
Introduction to Mass Communications Research, 9
Introduction to Practical Radio, 36
Introduction to Radio and Television, 9
Introduction to UHF Circuits and Components, 34
It Seems Like Yesterday, 6
It Takes More Than Talent, 7

J

Jeffersonian Heritage, The, 29
Junior Leagues, American Association of, 28
Just Mary and Just Mary Again, 28
Just Mary Stories, 28

K

Kinescope and Adult Education, The, 3

L

Land of the Free, The, 27
Law of Free Interprise, The, 7
Learning from Films, 24

Legislation for Press, Film and Radio, 12
Let's Broadcast, 15, 31
Let's Learn To Listen, 14
Listening, 13
Listening Schools, The, 21
Low-Cost Radio Reception, 7

M

Maggie Muggins Stories, 28
Magnetic Recording, 32
Magnetic Recording Techniques, 36
Mandl's Television Servicing, 34
Manual of American Dialects for Radio, Stage, Screen, and Television, 17
Manual of Foreign Dialects, 17
Manual of Operational Standards, 7
Manual of Pronunciation, A, 19
Manual of Radio News Writing, 17
Mass Communication—College Edition, 1
Mass Communications, 10
Mass Communicators, The, 12
Mass Media and Education, 7
Masterpieces for Radio and Declamation, 28
Mathematics for Engineers, 32
Mathematics for Science and Engineering, 31
Microphone and You, The, 18
Microphone Techniques for Radio Actors, 20
Mr. Wizard's Science Secrets, 5
Modern Law of Advertising and Marketing, The, 3
Modern Radio Advertising, 14
More by Corwin, 27
Motivation Research, 4
Motivation Research in Advertising and Marketing, 11
Movies for TV, 14
Music in Radio Broadcasting, 15

N

NAB Standards of Practice, 8
NAB Television Code, The, 8
NAEB Publications, 8
National Education Association, 29
National Education Association—Department of Audio-Visual Instruction—Publications, 24
NBC Handbook of Pronunciation, 14
National Educational Television and Radio Center, 25
New Directions for Television, 32
New Radio Plays, 29
News by Radio, 15
News on the Air, 20
News Styles Book, 20
Newsmen at Work, 15
Nine Radio Plays, 29
1949—Year of Progress, 25
Notebook, 36

O

Oboler Omnibus: Radio Plays and Personalities, 29
On a Note of Triumph, 27
Once Upon a Time, 30
100 Nonroyalty Radio Plays, 28
One Step Beyond, 26
Opportunities for Learning: Guidelines for Television, 25
Other People's Houses—Six Television Plays, 29
Out of the Blue, 2

P

Parker's Television Plays, 30
People Look at Radio, The, 6
Phrase Finder, The, 10
Pictorial History of TV, 1
Picture Book of Radio and Television and How They Work, 8
Pied Piper Broadcasts, 30
Pioneering in Educational TV, 23
Plays for Americans, 29
Plays for Our Time; Motion Pictures, Radio, 27
Plays from Radio, 29
Practical Advertising, 2
Practical Advertising—Television Supplement and Workbook, 2
Practical Manual of Screen Playwriting, A, 17
Practical Television Engineering, 34
Principles and Practices of Telecasting Operations, 33
Principles of Radio, 34
Printing and Promotion Handbook, 7
Prize Plays of Television and Radio, The, 31
Problems in College Radio, 21
Process and Effects of Mass Communication, 10
Producing and Directing for Television, 14
Professional Association in the Mass Media, 13
Professional Radio Writing, 16
Psychology of Radio, The, 1
Public Arts, The, 10
Public Relations Handbook, 7
Public Schools and TV; A Case Book of Programming Practices, 25
Purchase Guide for Programs in Science, Mathematics, Modern Foreign Languages, 22

R

Radar, 3
Radio Alphabet, 15
Radio Amateur's Handbook, The, 35
Radio Amateur's License Manual, 35
Radio and Assembly Plays, 31
Radio and Drama Production, 18
Radio and Education, 25
Radio and Poetry, 6
Radio and Television Acting, 16
Radio and Television Bibliography, 8

Radio and Television—An Introduction, 15
Radio and Television Communication, 7
Radio and Television Law, 13
Radio and Television Mathematics, 33
Radio and Television News, 15
Radio and Television Receiver Circuitry and Operation, 33
Radio and Television Sound Effects, 20
Radio and Television Workshop Manual, 16
Radio and Television Writing, 21
Radio and the Law, 8
Radio and the Printed Page, 6
Radio and the School, 26
Radio and TV Plays, 27
Radio Announcer's Handbook, 17
Radio Audience Measurement, 2
Radio Broadcasting and Higher Education, 4
Radio Broadcasting and Television, 30
Radio Drama, Acting and Production, 18, 28
Radio Drama in Action, 26
Radio Drama Production, 18, 28
Radio English, 16
Radio Free Europe, 5
Radio: Fundamental Principles and Practices, 32
Radio Guild Plays, 30
Radio—How, When, and Why To Use It, 12
Radio in Fundamental Education in Undeveloped Areas, 14
Radio in Health Education, 25
Radio in the Schools of Ohio, 22
Radio Listener's Bill of Rights, The, 11
Radio Listening, 12
Radio Listening, 14
Radio Listening in America, 6
Radio News Handbook, 19
Radio News Writing, 15, 21
Radio News Writing and Editing, 20
Radio Players' Scriptbook, 30
Radio Plays for Children, 30
Radio Plays for Young People, 28
Radio Plays from Shakespeare, 29
Radio Production Directing, 16
Radio Regulation, 3
Radio Research, 1941, 6
Radio Research, 1942–1943, 7
Radio Scripts for Practice and Broadcast, 31
Radio and Television Sound Effects, 20
Radio Station Management, 10
Radio, Television, Electronics Handbook, 32
Radio, Television, and Society, 11
Radio, the Fifth Estate, 13
Radio Today, 5
Radio—Today and Tomorrow, 5
Radio Writing, 21
Radio Workshop for Children, 21
Radio Workshop Plays, 29
Radio's Conquest of Space, 34
Radio Listener's Bill of Rights, The, 11
Radio Listening, 14
Radio's Listening Groups, 5
Radio's 100 Men of Science, 27
Radio's Second Chance, 11
Recordings and Reproduction of Sound, 35
Religious Broadcasting: A Manual of Techniques, 20
Responsibility in Mass Communication, 10

S

Scatter Propagation Theory and Practice, 34
School Administrator and His Audio-Visual Program, The, 25
School Radio Club, The, 28
School Sound Recording and Playback Equipment, 32
School-Wide Use of Radio, 22
Science Via Television, 19
Scientists Speak, The, 31
Screen Writing and Production Techniques, 16
Selling and Promoting Radio and Television, 3
Seven Television Plays, 30
Short Radio Plays, 28
Six Classic Plays for Radio and How To Produce Them, 27
Small Station Management and the Control of Radio Broadcasting, 12
Spot Radio Promotion Handbook, 12
Stage and the School, The, 9
Staging TV Programs and Commercials, 20
Standards of Good Engineering Practice Concerning FM Broadcast Stations, 1945, 33
Standards of Practice, 8
Star Spangled Radio, 6
Status Seekers, The, 9
Steve Sears, Ace Announcer, 7
Successful Radio and Television Advertising, 10
Suggested Standards for College Course in Radio-broadcasting, 23
Syllabus of Stage Lighting, 18

T

Taking Hold of Television, 4
Teaching Through Radio, 24
Teaching Through Radio and Television, 24
Teaching Through Television, 22
Technique of Film and TV Make-Up
Technique of Film Animation, 17
Technique of Film Editing, The, 10
Technique of Film Music, 19
Techniques of Magnetic Recording, 36
Techniques of Television Production, 15
Television, 12
Television—A World Survey, 12
Television Actor's Manual, 17
Television Advertising and Production Handbook, 11

Television and Electronics as a Career, 6
Television and Education in the United States, 11
Television and Electronics Handbook
Television and FM Antenna Guide, 35
Television and Our Children, 11
Television and Presidential Politics, 12
Television and Radio, 15
Television and Radio News, 20
Television and Radio Announcing, 18
Television and Radio in American Life, 7
Television and Radio Writing, 16
Television and Rural Adult Education, 3
Television Audience Research for Great Britain, 9
Television Broadcasting, 32
Television Code, The, 8
Television Commercial, The, 19
Television Dictionary/Handbook for Sponsors, 12
Television Digest and FM Reports, 12
Television Effects, 1
Television Encyclopedia, 6
Television Engineering, 33
Television for Children, 4
Television for Radiomen, 35
Television Fundamentals, 33, 36
Television—How It Works, 34
Television in Instruction, 24
Television in Medical Education, 26
Television in Our Schools, 22
Television in School, College, and Community, 21
Television in Science and Industry, 14, 37
Television in Teacher Education, 21
Television in the United States, 11
Television Manual, The, 17
Television News Handbook, 19
Television News Reporting, 15
Television Plays, 27
Television Plays for Writers, 26
Television Policy for Education, 9
Television Principles, 32
Television Production, 19
Television Production Problems, 19
Television Program, The, 15, 20
Television Program Production, 19
Television Programing and Production, 17
Television-Radio Audience and Religion, The, 9
Television Scripts, 15
Television Scripts for Staging and Study, 26
Television Talks, 2
Television: Techniques for Planning and Performance, 14
Television, the Magic Window, 2
Television Works Like This, 1
Television Workshop, The, 20
Television Writing, 16
Television Writing and Selling, 19
Television Writing: Theory and Technique, 16
Television's Impact on American Culture, 3
Theatre Guild on the Air, 27
There's Laughter in the Air, 28
They Burned the Books, 26
They Fly Through the Air, 27
Thirteen by Corwin, 27
A Thirty-year History of Programs Carried on National Radio Networks in the U.S., 1926–1956, 12
This Freedom, 29
This I Believe, 12
This Is Educational Television, 22
This Is London, 29
This Is War, 27
Three-Way Plays, 31
Time for Reason, 2
Today's Science and You, 19
Top TV Shows of the Year, 1955, 30
Toward More Effective Educational TV, 23
Training the Local Announcer, 16
Treasury of the Theatre, A, 28
TV and Electronics As a Career, 6
TV and Our School Crisis, 11
TV and Screen Writing, 21
TV in Medical Education, 13
TV Installation Techniques, 35
TV Master Antenna Systems, 34
TV Picture Projection and Equipment, 34
TV Tape Commercials, 19
TV Writer's Guide, The, 20
"22 Television Talks", 2

U

Ultra-High Frequency Propagation, 32
UHF Television and UHF–VHF Tuners, 35
Understanding Radio, 36
Understanding Television, 3
UNESCO publications, 13
U.S. Government Printing Office, 13
Untitled and Other Radio Dramas, 27
Using Audio-Visual Material in the Elementary Classroom, 23

V

Variety Radio Directory, 13
Vest Pocket Theatre, 26
Vision in Television, 2

W

We Stand United and Other Radio Scripts, 26
Women on TV, 19
World Words: Recommended Pronunciations, 16
Writer's Radio Theatre, The, 31
Writing for Television, 17

Y

Yale Radio Plays: The Listeners' Theatre, 31
Your Career in Motion Pictures, Television and Radio, 5
Your Career in Television, 18
Your Health, 26
Your Place in TV, 2
Your Public Relations, 4
Your Speech and Mine, 26
Your Tape Recorder, 35
You're on the Air, 27